

The image features two tall, clear glasses filled with a vibrant red, bubbly beverage. The glass in the foreground is in sharp focus, showing condensation droplets on its surface and a garnish of fresh blackberries and a sprig of rosemary. The second glass is positioned behind it and is out of focus. The background is a solid, light blue color. The text 'Find Your New' is overlaid on the right side of the image, with 'New' inside a white, torn-edge rectangular box. A large, semi-transparent watermark reading 'Trade Copy' is oriented diagonally across the center of the image.

# Find Your New

Period 12: Marketing & Product Guide  
January 31 - February 27, 2021

# Period 12

## Marketing & Product Guide

Participating DONE			Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	What's new for Period 12: New Signage and Product Information	2	<input type="checkbox"/> <input type="checkbox"/>	Vintages	36
<input type="checkbox"/> <input type="checkbox"/>	Operational Signage COVID-19 & Social Distancing	3	<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBC) Block Pile C	40
<input type="checkbox"/> <input type="checkbox"/>	Period 11-13: Find Your New Signage Gallery	4	<input type="checkbox"/> <input type="checkbox"/>	Display Program (XBP) Block Pile D	41
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	6	<input type="checkbox"/> <input type="checkbox"/>	Period 11-13 Flex Space	43
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSE) Entrance Table	7	<input type="checkbox"/> <input type="checkbox"/>	Responsible Service Program	46
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	9	<input type="checkbox"/> <input type="checkbox"/>	Turn 3 Wine Fridge	48
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<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBA) Block Pile A	17			
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBB) Block Pile B	18			
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (DD) Middle Nesting Table/Celebration Fixture	19			
<input type="checkbox"/> <input type="checkbox"/>	Period 12 End Aisles	21			
<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	29			
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# WHAT'S NEW FOR PERIOD 12

## New Signage and Product Information

### New for Period 12

#### Brand Spotlight Programs

- Entrance Table/Cocktail of the Month: Chocolate Raspberry Martini
- Front Nesting Table: Flight A & Flight B (New LTO & BAM offers on products)
- Middle Nesting Table/Celebration Fixture:
- Low Sugar Wines (New products for P12, signage stays the same as P11)
- Beer Excitement Zone

#### Block Piles

- Block Pile A: Molson Canadian
- Block Pile B: Top Seltzers
- Block Pile C: AIR MILES®
- Block Pile D: Diageo/MLSE

#### Mini Thematics

- Mini Thematic A: Baileys Flavours
- Mini Thematic B: Valentine's Day Gifts
- Mini Thematic C: Sour Feature

#### Other Programs

- End Aisles 2, 3, 4, 6, 8, 9, 10 Backer Cards
- Ontario Craft Beer End Aisle
- Ontario Wines
- Vintages
- Flex Space
- On Shelf

### Unchanged from Period 11

Refer to the Period 11 MPG for signage and product information.

- Pair it Forward (P11-13)
- Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Oct2020" on the Portal for the latest instructions.)
- Exterior Banners, Window Show Cards, Transparencies, End Aisle Generic Backer Cards (P11-13)
- EA 1, 5, 7 Backer Cards are not changing
- Seasonal Gondola
- Feature Fixture: New Wines with Great Values (P11-13)
- New & Seasonal Fixture: New Wines with Great Values (P11-13)
- 8-pack Beer Carrier
- Beer Branded Ends
- Beer Rated Perpendicular Shelf Talkers
- Beer Awards Perpendicular Shelf Talkers
- Year-Round Gift Packaging & Signage
- Special Promotions Fixture
- Cold Room Spirits
- Front End Merchandiser
- Shopping Cart Sign

# Operational Signage

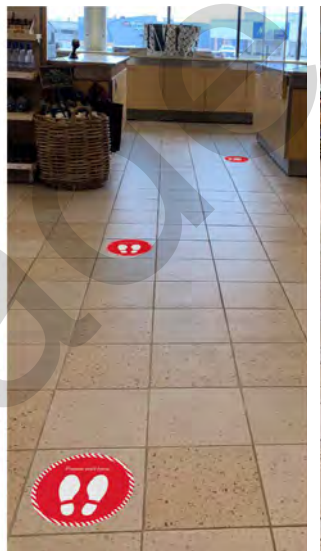
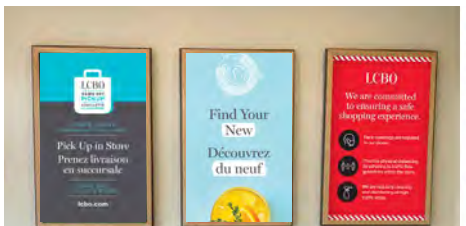
## COVID-19 & SOCIAL DISTANCING

A number of signage components have been created to educate customers on new LCBO practices, procedures and operating information. These signs will enable both store staff and shoppers to engage in safe interactions, while still achieving a superior experience.

Reference details on each sign, and instructions on how and where they should be placed on the Portal.



- Store Hours Decal
- COVID-19 Notice Decal
- Exterior Springer Sign
- Black Line-Up Tape



- Metal Stand Sign
- Tasting Bar/ Sanitization Sign
- LCBO Safe Shopping Commitment Showcard
- Social Distancing Showcard
- Thematic Showcard
- End Aisle Blade Signs
- Traffic Flow Floor Decals



- Plexi Shield
- Cash Desk Decal
- Metal Frame Sign
- "Stand Here" Floor Decal
- "Easy Reach" Cash Desk Decal

# Period 11-13: Find Your New SIGNAGE GALLERY



After a very challenging 2020, people are looking for more than the usual new year change. They want this year to be a year of better – better health, better choices and better times. Especially when it comes to wellness and being wise with our wallets. It's the time to make mindful choices. It's time for something new.

At the LCBO, there's more new than ever to discover. From better for you to great value – from local creations to special occasions – there is something new for everyone. So...we're shining a light on everything you didn't think you'd find at the LCBO: lower alc, low cal, low sugar AND great value on products for every taste.

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## Signage Ship Date

The Period 12 signage components will be shipped to stores beginning **January 22, 2021**.

All Period 12 Signage components are available for re-order using their corresponding re-order numbers.

If a sign component is missing or damaged, please call helloLCBO @ 416-365-5932 or toll free @ 1-877-522-6411 and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

## Music CD Reorder# DMS-Music CD

We would like to hear your comments about this Period's music. Please provide your feedback to helloLCBO.

## END AISLE PARTICIPATING PRODUCTS

Please refer to the End Aisles section for participating products.

### Period 12 End Aisle 1-10 Backer Cards Re-order Codes

**21P11-BC1**



Find your highball hero.  
Get the lower alcohol recipe and more at lcbo.com  
 Découvrez votre cocktail allongé préféré.  
Obtenez cette recette facile en alcool et plus encore à lcbo.com

**(KEEP UP FROM P11)**  
 Period 12 EA1

**21P12-BC2**



Find great savings.  
 Découvrez de formidables aubaines.

Period 12 EA2

**21P12-BC3**



Find your new lower-alcohol cocktail.  
Get the recipe and more at lcbo.com  
 Découvrez un nouveau cocktail plus faible en alcool.  
Obtenez cette recette facile en alcool et plus encore à lcbo.com

Period 12 EA3


**21P12-BC4**



Find great-value wines.  
 Découvrez des vins d'un bon rapport qualité-prix.

Period 12 EA4

**21P11-BC5**



Find your lighter cocktail.  
Get the lower alcohol recipe and more at lcbo.com  
 Découvrez un cocktail plus léger.  
Obtenez cette recette facile en alcool et plus encore à lcbo.com

**(KEEP UP FROM P11)**  
 Period 12 EA5

**21P12-BC6**



Find your new dry wine.  
 Découvrez votre nouveau vin sec.

Period 12 EA6

**21P11-BC7**



Find your lighter tequila mix.  
Get the lower alcohol recipe and more at lcbo.com  
 Découvrez un cocktail plus léger à base de tequila.  
Obtenez cette recette facile en alcool et plus encore à lcbo.com

**(KEEP UP FROM P11)**  
 Period 12 EA7

**21P12-BC8**



Find your best-value reds.  
 Découvrez votre vin rouge à prix avantageux.

Period 12 EA8

**21P12-BC9**



Find your lighter G&T.  
Get the lower alcohol recipe and more at lcbo.com  
 Découvrez un gin-tonic plus léger.  
Obtenez cette recette facile en alcool et plus encore à lcbo.com

Period 12 EA9

**21P12-BC10**



Find your sour beer.  
 Découvrez votre bière sure.

Period 12 EA10

### End Aisle 11-20 Generic Backer Cards **(Signage must remain in place for P11-P13)**

21P11-BC-GEN1



Find Your New  
 Découvrez du neuf

Find Your New

21P11-BC-GEN2



Discover these products and more at lcbo.com  
 Découvrez ces produits et plus encore à lcbo.com

eComm

21P11-BC-GEN3



Cocktail Image



# Brand Spotlight (BS - BSE)

## ENTRANCE TABLE

Cocktail of the Month: Chocolate Raspberry Martini



**This is a sold program. Participation is mandatory.**

### Key Dates (Jan 31 - Feb 27, 2021)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

#### Participating Products

LCBO#	Description	Size (mL)	Offers
602763	Absolut Raspberri Vodka	750	\$1.00 LTO
631226	McGuinness Creme De Cacao White	750	

#### Signage Components

- Square Entrance Table Sign ENG (Re-order # DMS-21P12-ET1) / BIL (Re-order # DMS-21P12-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-21P12-ET3) / BIL (Re-order # DMS-21P12-ET4)
- Shelf Talkers ENG (Re-order # DMS-21P12-ET5) / BIL (Re-order # DMS-21P12-ET6)
- Recipe Perpendicular Shelf Talkers ENG (Re-order # DMS-21P12-ET7) / BIL (Re-order # DMS-21P12-ET8)

#### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Install the perpendicular shelf talkers on the Entrance table and in-section using a perpendicular shelf clip (PSTC201404).
- Merchandise the pre-printed shelf talkers on the entrance table display.

“

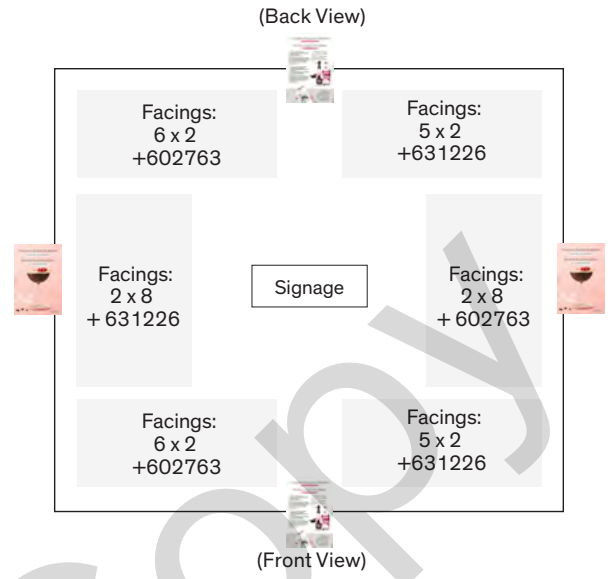
Chocolate and raspberries are the perfect combination for Valentine's day! Absolut Raspberri and McGuinness Crème de Cacao combine for a fitting libation for celebrating love.



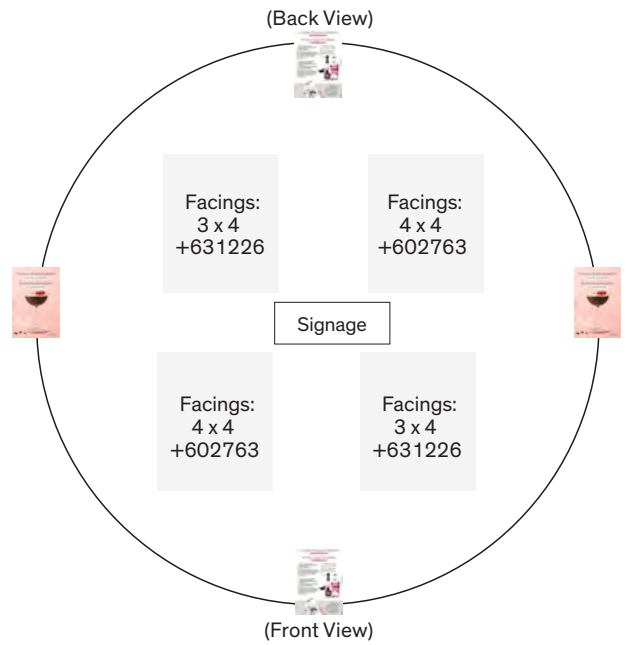
**NOTE:** Please ensure the Perpendicular Shelf Talkers are installed on all four sides of the table.



## Square Table Planogram



## Round Table Planogram



# Spirits (MI-A) MINI THEMATIC A

Baileys Flavours



**This is a sold program. Participation is mandatory.**

**Key Dates (Jan 31 - Feb 27, 2021)**

## Participating Stores

The following stores on the MTA program will receive the Lindt® chocolate bar value-adds.

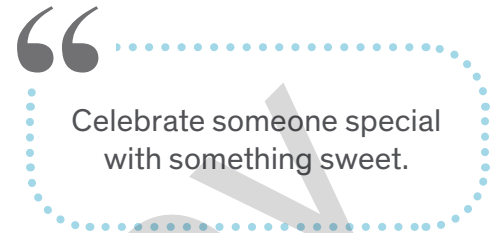
1, 21, 22, 23, 31, 36, 38, 55, 62, 64, 65, 74, 82, 83, 95, 106, 130, 132, 154, 156, 164, 171, 187, 200, 209, 221, 227, 233, 243, 252, 263, 265, 278, 279, 287, 288, 298, 300, 310, 325, 326, 329, 334, 340, 344, 346, 351, 359, 361, 367, 373, 378, 385, 387, 392, 393, 394, 401, 407, 412, 416, 417, 431, 432, 438, 443, 445, 459, 465, 481, 490, 495, 497, 499, 501, 522, 544, 545, 549, 556, 569, 575, 579, 587, 602, 609, 616, 619, 624, 630, 631, 641, 652, 693, 741, 746, 749, 751, 771, 776

The remaining stores noted below will follow the alternate planogram, without the chocolate value-add.

4, 5, 10, 14, 15, 17, 18, 19, 25, 26, 27, 33, 34, 40, 41, 44, 50, 51, 59, 60, 63, 68, 72, 85, 90, 93, 97, 102, 115, 125, 139, 140, 143, 145, 148, 149, 150, 153, 155, 168, 177, 188, 190, 191, 192, 195, 198, 201, 207, 210, 211, 212, 214, 217, 226, 228, 237, 242, 244, 248, 249, 250, 253, 255, 269, 311, 324, 343, 355, 360, 362, 366, 371, 381, 382, 383, 386, 388, 389, 390, 391, 397, 398, 400, 404, 411, 415, 425, 426, 427, 428, 434, 436, 437, 444, 452, 453, 456, 470, 485, 486, 489, 491, 500, 505, 509, 511, 521, 523, 528, 532, 534, 536, 540, 542, 551, 553, 554, 555, 559, 566, 568, 573, 580, 584, 585, 586, 590, 601, 605, 617, 618, 623, 627, 629, 632, 633, 634, 635, 638, 639, 640, 643, 644, 649, 653, 654, 655, 658, 660, 661, 667, 670, 675, 676, 694, 698, 699, 700, 702, 703, 706, 743, 747, 748

## Participating Products

LCBO#	Description	Size (mL)	LTO	Offers
5959	Baileys Original Irish Cream	750		
11248	Baileys Espresso	750	\$1.00	
17085	Baileys Red Velvet	750		Value-add (select stores): Lindt® chocolate bars (near pack)
392308	Baileys Vanilla Cinnamon	750		
400259	Baileys Salted Caramel	750		



**Value-add (select stores): Free Lindt® chocolate bars (3 per bottle purchased) with the purchase of any participating product.** The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- There is **NO box sign** for this Period. Please refer to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- Merchandise LCBO Year-Round Gift Bags on the top shelf of the fixture.
- If a store chooses to bring in additional inventory to support the program, the “1-in/1-out” rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the “1-in/1-out” rule DOES apply.

## Signage Components

- Category sign: Short (Re-order # DMS-21P12-MTA1)
- Shelf talkers ENG (Re-order # DMS-21P12-MTA2) / BIL (Re-order # DMS-21P12-MTA3)
- Backer card ENG/BIL (Re-order #DMS-21P12-MTA4)
- Transparency ENG (Re-order # DMS-21P12-MTA5) / BIL (Re-order # DMS-21P12-MTA6)

### Planogram with Value-add



### Planogram without Value-add



# Wines (MI-B) MINI THEMATIC B

Valentine's Day Gifts



**This is a sold program. Participation is mandatory.**

**Key Dates (Jan 31 - Feb 27, 2021)**

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information

## Participating Products

LCBO#	Description	Size (mL)	Offers
16806	Tryst Smooth And Silky Red	750	\$1.00 LTO
17555	XOXO Botanicals Raspberry Rhubarb	750	
215814	Codorniu Brut Clasico Sparkling	750	\$1.50 LTO
277202	Bottega Rose Vino Dei Poeti Sparkling	750	\$2.00 LTO
361881	Sandbanks French Kiss VQA	750	\$2.00 LTO
383885	The Show Cabernet Sauvignon	750	\$2.00 LTO
413179	Amarone CI Valpolicella (Zenato)	750	\$3.00 LTO
429761	Santa Julia Reserva Malbec	750	\$2.00 LTO
624544	Yellow Tail Shiraz	750	\$2.00 LTO

“Featuring a selection of Sparkling wines, Rosé and Red wines perfectly suited to celebrating Valentine's Day.”

## Signage Components

- Category sign ENG/BIL:  
Short (Re-order# DMS-21P12-MTB7) / Long (Re-order# DMS-21P12-MTB8)
- Shelf talkers:  
ENG (Re-order# DMS-21P12-MTB9) / BIL (Re-order # DMS-21P12-MTB10)
- Backer card: ENG/BIL (Re-order# DMS-21P12-MTB11)
- Transparency ENG (Re-order# DMS-21P12-MTB12) /  
BIL (Re-order# DMS-21P12-MTB13)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- There is **NO box sign** for this Period. Please refer to the planogram.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- Merchandise LCBO Year-Round Gift Bags on the top shelf of the fixture.
- If a store chooses to bring in additional inventory to support the program, the “1-in/1-out” rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the “1-in/1-out” rule DOES apply.

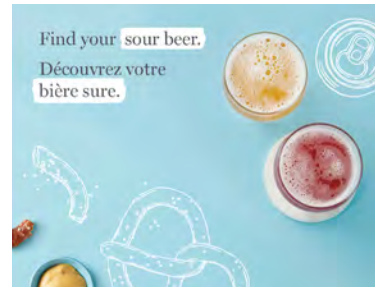
Gifts for Your Valentine



# Beer (MI-C)

## MINI THEMATIC C

Session Craft Beer – Sour Feature



**This is a sold program. Participation is mandatory.**

**Key Dates (Jan 31 - Feb 27, 2021)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

“ This promotion will focus on local ‘sour’ beer styles that generally have lower alcohol.”

### Participating Products

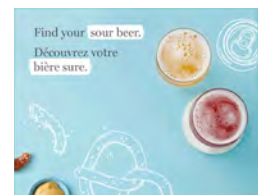
LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
11226	Whitewater Blood Moon Orange Sour	473		8454
14952	Amsterdam Makes U Pucker	473		3842
15697	Bench Brewing Green Fields Sour Ale	473		798
16786	Muskoka Ebb & Flow Plum And Boysenberry	473		LCBO Warehouse
19616	Cowbell Brewing Co. Sea Salt Grapefruit Sour	473		458
142000	Nickel Brook Zap Sour IPA	473		6699
144337	Side Launch Hibiscus Sour	473		3827
514935	Flying Monkeys 12 Minutes To Destiny	473	LTO	6309

### Signage Components

- Backer card ENG/BIL (Re-order# 21P12-BC10)

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- If a store chooses to bring in additional inventory to support the program, the “1-in/1-out” rule DOES NOT apply.
- If a store chooses to list a featured product AFTER the promotional Period has concluded, the “1-in/1-out” rule DOES apply.



# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

Flight A Premium (Lunar New Year) + Flight B Standard (Whisky Highball)

**Products & Signage MUST remain in place for P11 - P12**

**Flight A Premium - Lunar New Year**  
**This is a sold program. Participation is mandatory.**

### Key Dates (P11 - P12)

#### Participating Stores

##### Front Nesting Table

38, 310, 390, 411, 523, 580, 584, 585, 590, 619, 623

#### Discretionary End

14, 16, 177, 360, 444, 546, 564, 568, 629, 630, 637, 700, 703

#### Participating Products

LCBO#	Description	Size (mL)	Offers (NEW)
18163	Hennessy VSOP Lunar New Year Edition	750	
1784	Grand Marnier Cordon Rouge	750	
7880	Johnnie Walker Black Label Scotch Whisky	750	
291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750	
292805	Johnnie Walker 18 Year Old Scotch Whisky	750	
541615	Johnnie Walker Blue Label Scotch Whisky Chinese New Year Edition	750	
537258	Tiger Beer	500	\$0.35 LTO
565861	Château des Charmes Vidal Icewine VQA	200	\$4.00 LTO
603050	The Glenlivet French Oak Reserve 15 Year Old Single Malt Scotch Whisky	750	\$5.00 LTO
636845	Redbreast 12 Year Old Irish Whiskey	750	\$10.00 LTO

#### Signage Components

**Continue to display the P11 signage until the end of P12. A new set of shelf talkers will be shipped to participating stores by the start of P12.**

- Shelf Talkers ENG (Re-order #DMS-21P12-FNT5) / BIL (Re-order #DMS-21P12-FNT6)
- Table Sign Large ENG (Re-order #DMS-21P11-FNT1) / BIL (Re-order #DMS-21P11-FNT2)
- Table Sign Small ENG (Re-order #DMS-21P11-FNT3) / BIL (Re-order #DMS-21P11-FNT4)
- End Aisle Backer Card ENG/BIL (Re-order #DMS-21P11-FNT7)

#### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Continue to display the P11 table sign. A new set of shelf talkers will be shipped to participating stores by the start of P12.
- Merchandise the pre-printed shelf talkers in-section and on the table.

“  
**Flight A Premium**  
 (Lunar New Year)  
 Continuing to raise awareness of Lunar Year and offer an assortment of great gifting options. New LTOs on products for P12.”



**Flight A Premium**  
 End Aisle (Select Stores)

## Flight B Standard (Whisky Highball)

This is a sold program. Participation is mandatory.

Key Dates (P11 - P12)

### Participating Stores

#### Front Nesting Table

1, 4, 10, 19, 21, 22, 23, 31, 41, 44, 51, 55, 74, 82, 83, 90, 102, 106, 115, 130, 145, 148, 149, 150, 156, 164, 187, 195, 198, 212, 217, 227, 243, 248, 250, 253, 263, 265, 269, 279, 287, 288, 298, 325, 326, 329, 334, 346, 351, 359, 367, 371, 373, 378, 385, 391, 392, 393, 394, 398, 401, 404, 412, 416, 417, 428, 436, 437, 438, 445, 453, 459, 485, 486, 489, 490, 495, 497, 499, 500, 501, 522, 528, 542, 545, 554, 556, 573, 575, 579, 587, 602, 618, 624, 627, 631, 632, 633, 640, 643, 649, 652, 653, 655, 661, 667, 670, 698, 699, 702, 741, 748, 776

#### Nesting End Aisle

32, 35, 43, 85, 98, 208, 358, 370, 415, 483, 496, 529, 672, 674, 675, 679, 684, 691, 693, 743, 744, 746, 749

### Participating Products

LCBO#	Description	Size (mL)	LTO (NEW)	BAM (NEW)	Offers
10357	Crown Royal Peach	750			
11130	Dewar's White Label Scotch Whisky	750			
17048	Dewar's Caribbean Smooth Rum Cask Finish	750			
21378	Jim Beam White Label Bourbon	750		12	
207654	The Glenlivet 12 Year Old Single Malt Scotch Whisky	1140			
217794	Johnnie Walker Red Label Scotch Whisky	1140	\$1.50		
217950	Crown Royal Whisky	1140			
312801	Crown Royal Maple Finished	750			
324863	Jim Beam Black Kentucky Bourbon 6 Year Old	750			
465484	Toki	750			
474551	J.P. Wiser's Vanilla Whisky	750		10	
474585	J.P. Wiser's Apple Whisky	750	\$1.00		



“  
**Flight B Standard (Whisky Highball)**  
 The highball is one of the most iconic and timeless drink, regaining popularity due to its ability to lower abv of the cocktail and its simplicity. New LTO & BAM offers on products for P12.”

**Value Add: Free pack of Fever-Tree Club Soda (4 x 200 mL) with the purchase of any participating product.** The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

### Signage Components

**Continue to display the P11 signage until the end of P12. A new set of shelf talkers will be shipped to participating stores by the start of P12.**

- Shelf Talkers ENG (Re-order #DMS-21P12-FNT12) / BIL (Re-order #DMS-21P12-FNT13)
- Table Sign Large ENG (Re-order #DMS-21P11-FNT8) / BIL (Re-order #DMS-21P11-FNT9)
- Table Sign Small ENG (Re-order #DMS-21P11-FNT10) / BIL (Re-order #DMS-21P11-FNT11)
- End Aisle Backer Card ENG/BIL (Re-order #DMS-21P11-FNT14)
- Perpendicular Shelf Talkers ENG (Re-order #DMS-21P11-FNT15) / BIL (Re-order #DMS-21P11-FNT16)



Flight B Standard  
 End Aisle (Select Stores)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Continue to display the P11 table sign. A new set of shelf talkers will be shipped to participating stores by the start of P12.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Install perpendicular shelf talkers in-section and on the table.

# Planograms

## 7Ft Nesting Table Planogram (For stores that have end tables)

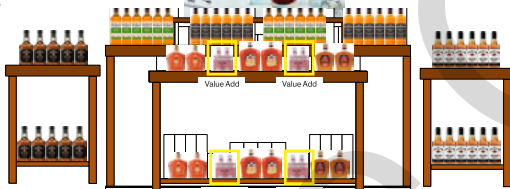


**Premium Flight**  
Front & Back View

Top View (Back)			
Facings: 3x 3 +18163	Facings: 3x 3 +603050	Facings: 3x 3 +636845	Facings: 3x2 +1784
Facings: 6x2 +7880	Facings: 4x2 +541615	Facings: 4x2 +292805	Facings: 6x2 +291278
Facings: 6x 4 +537258	Signage		Facings: 6x 4 +537258
Facings: 6x2 +7880	Facings: 4x2 +541615	Facings: 3x3 +292805	Facings: 6x2 +291278
Facings: 6x 3 +565861			



**Standard Flight**  
Front View



**Standard Flight**  
Back View

Top View (Front)			
Facings: 3x 3 +18163	Facings: 3x 3 +603050	Facings: 3x 3 +636845	Facings: 3x2 +1784
Top View (Back)			
Facings: 2x 4 +312801	1x 3 VA	Facings: 2x 4 +217950	1x 3 VA
Facings: 6x2 +474551	Facings: 6x2 +474585	Facings: 6x2 +474551	Facings: 6x2 +474585
Facings: 2x 3 VA	Signage		Facings: 2x 3 VA
Facings: 5x2 +217794	Facings: 5x2 +207654	Facings: 5x2 +217794	Facings: 5x2 +207654
Facings: 4x3 +11130	1x 3 VA	Facings: 4x3 +465484	1x 3 VA
Facings: 5x 3 +324863			
Top View (Front)			
Facings: 2x 4 +312801	1x 3 VA	Facings: 2x 4 +217950	1x 3 VA
Facings: 6x2 +21378	Facings: 5x2 +324863	Facings: 6x2 +474551	Facings: 6x2 +474585
Facings: 2x 3 VA	Signage		Facings: 2x 3 VA
Facings: 5x2 +217794	Facings: 5x2 +207654	Facings: 5x2 +217794	Facings: 5x2 +207654
Facings: 4x3 +11130	1x 3 VA	Facings: 4x3 +465484	1x 3 VA
Facings: 4x 3 +17048			

## 7Ft Nesting Table Planogram (For stores that do not have end tables)



**Premium Flight**  
Front & Back View



**Standard Flight**  
Front View



**Standard Flight**  
Back View

Top View (Back)			
Facings: 3x 3 +18163	Facings: 3x 3 +603050	Facings: 3x 3 +636845	Facings: 3x2 +1784
Facings: 6x2 +7880	Facings: 4x2 +541615	Facings: 4x2 +292805	Facings: 6x2 +291278
Facings: 6x 4 +537258	Signage		Facings: 3x 4 +565861
Facings: 6x2 +7880	Facings: 4x2 +541615	Facings: 4x2 +292805	Facings: 6x2 +291278
Top View (Front)			
Facings: 3x 3 +18163	Facings: 3x 3 +603050	Facings: 3x 3 +636845	Facings: 3x2 +1784

Top View (Back)			
Facings: 2x 4 +312801	1x 3 VA	Facings: 2x 4 +217950	1x 3 VA
Facings: 6x2 +21378	Facings: 5x2 +324863	Facings: 6x2 +474551	Facings: 6x2 +474585
Facings: 2x 3 VA	Signage		Facings: 2x 3 VA
Facings: 5x2 +217794	Facings: 5x2 +207654	Facings: 5x2 +217794	Facings: 5x2 +207654
Facings: 4x3 +11130	1x 3 VA	Facings: 4x3 +465484	1x 3 VA
Top View (Front)			
Facings: 2x 4 +312801	1x 3 VA	Facings: 2x 4 +217950	1x 3 VA
Facings: 6x2 +21378	Facings: 5x2 +324863	Facings: 6x2 +474551	Facings: 6x2 +474585
Facings: 2x 3 VA	Signage		Facings: 2x 3 VA
Facings: 5x2 +217794	Facings: 5x2 +207654	Facings: 5x2 +217794	Facings: 5x2 +207654
Facings: 4x3 +11130	1x 3 VA	Facings: 4x3 +465484	1x 3 VA
Facings: 4x 3 +17048			



# Planograms

## 5Ft Nesting Table Planogram (For stores that have end tables)



**Premium Flight**  
Front & Back View

Top View (Back)

Facings: 2x 3 +18163	Facings: 2x 3 +603050	Facings: 2x 3 +636845	Facings: 2x 2 +1784
Facings: 3x2 +7880	Facings: 3x2 +541615	Facings: 3x2 +292805	Facings: 4x2 +291278
Facings: 4x6 +537258	Signage		Facings: 4x6 +537258
Facings: 3x2 +7880	Facings: 3x2 +541615	Facings: 3x2 +292805	Facings: 4x2 +291278

Facings:  
6x 4  
+537258

Facings:  
4x3  
+565861

Top View (Front)

Facings: 2x 3 +18163	Facings: 2x 3 +603050	Facings: 2x 3 +636845	Facings: 2x 2 +1784
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**Standard Flight**  
Front View

Top View (Back)

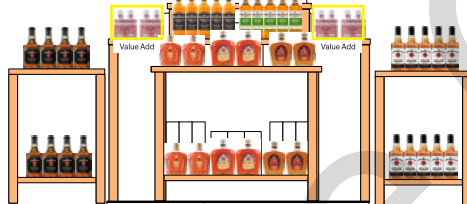
Facings: 2x 4 +312801	Facings: 2x 4 +217950	Facings: 2x 4 +10357
Facings: 5x2 +474585	Facings: 5x2 +474551	
Facings: 5x2 VA	Signage	Facings: 5x2 VA
Facings: 4x2 +207654	Facings: 4x2 +217794	

Facings:  
5x2  
+21378

Facings:  
4x2  
+324863

Top View (Front)

Facings: 3x 3 +11130	Facings: 3x 3 +465484	Facings: 3x 3 +17048
----------------------------	-----------------------------	----------------------------



**Standard Flight**  
Back View

## 5Ft Nesting Table Planogram (For stores that do not have end tables)



**Premium Flight**  
Front & Back View

Top View (Back)

Facings: 2x 3 +18163	Facings: 2x 3 +603050	Facings: 2x 3 +636845	Facings: 2x 2 +1784
----------------------------	-----------------------------	-----------------------------	---------------------------

Facings: 3x2 +7880	Facings: 3x2 +541615	Facings: 3x2 +292805	Facings: 4x2 +291278
Facings: 4x6 +537258	Signage		Facings: 3x 4 +565861
Facings: 3x2 +7880	Facings: 3x2 +541615	Facings: 3x2 +292805	Facings: 4x2 +291278

Top View (Front)

Facings: 2x 3 +18163	Facings: 2x 3 +603050	Facings: 2x 3 +636845	Facings: 2x 2 +1784
----------------------------	-----------------------------	-----------------------------	---------------------------



**Standard Flight**  
Front View



**Standard Flight**  
Back View

Top View (Back)

Facings: 2x 4 +312801	Facings: 2x 4 +217950	Facings: 2x 4 +10357	
Facings: 3x2 +21378	Facings: 3x2 +324863	Facings: 3x2 +474551	Facings: 3x2 +474585
Facings: 2x 4 VA	Signage		Facings: 2x 4 VA
	Facings: 4x2 +207654	Facings: 4x2 +217794	

Top View (Front)

Facings: 3x 3 +11130	Facings: 3x 3 +465484	Facings: 3x 3 +17048
----------------------------	-----------------------------	----------------------------

A

# Display Program (SBA) BLOCK PILE A

Molson Canadian

Toast the taste  
of home.



**This is a sold program. Participation is mandatory.**

## Key Dates (Jan 31 - Feb 27, 2021)

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information

## Participating Products

LCBO#	Description	Size (mL)	Offers
300699	Molson Canadian	6 x 473	Value Add:
900621	Molson Canadian	6 x 341	Collectible NHL
904144	Molson Canadian	6 x 355	team Koozie

**\*Value Add/Merchandiser:** The supplier will be providing the value add and merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

## Signage Components

- Supplier-provided value add merchandiser
- Pricer Cards ENG (Re-order # DMS-21P12-BPA1) / BIL (Re-order # DMS-21P12-BPA2)
- Shelf Talkers ENG (Re-order # DMS-21P12-BPA3) / BIL (Re-order # DMS-21P12-BPA4)
- End Aisle Backer Card BIL (Re-order # DMS-21P12-BPA5)

## Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Blockpile stores will receive a supplier-provided merchandise for the entire display, in addition to the Value Add Merchandiser. Please remove the small Value Add Merchandiser if the value add runs out.
- Install supplier-provided merchandiser and value add.
- Merchandise shelf talkers in front of the participating products in section.

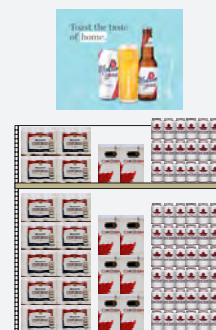
“

Featuring Molson Canadian and an exclusive value-add item and merchandiser. Display would run weeks 2 to 4 of Period 12.



Supplied by Agent

**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

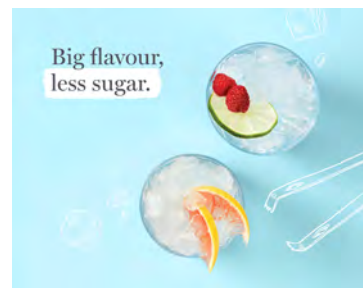


**B**

# Display Program (SBB)

## BLOCK PILE B

Top Seltzers



**This is a sold program. Participation is mandatory.**

### Key Dates (Jan 31 - Feb 27, 2021)

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)	Offers
14618	Smirnoff Vodka & Soda White Peach Rose	1420	\$1.00 LTO
553164	Nutrl Lemon Vodka Soda	473	\$0.15 LTO
649269	Smirnoff Vodka & Soda Cranberry Lime	1420	\$1.00 LTO
666040	Nutrl Pineapple Vodka Soda	473	\$0.15 LTO

### Signage Components

**Continue to display the P11 signage until the end of P12. A new set of shelf talkers and pricer cards will be shipped to participating stores by the start of P12.**

- Pricer Cards ENG (Re-order # DMS-21P12-BPB1) / BIL (Re-order # DMS-21P12-BPB2)
- Shelf Talkers ENG (Re-order # DMS-21P12-BPB3) / BIL (Re-order # DMS-21P12-BPB4)
- Pole Topper ENG (Re-order # DMS-21P11-BPB1) / BIL (Re-order # DMS-21P11-BPB2)
- Riser Wrap - solid colour (Re-order # DMS-21P11-BPB3)
- Cut Case Backer Card ENG (Re-order # DMS-21P11-BPB8) / BIL (Re-order # DMS-21P11-BPB9)
- End Aisle Backer Card BIL (Re-order # DMS-21P11-BPB10)

### Merchandising Instructions

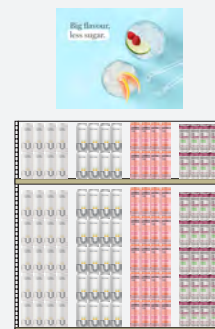
- Merchandise the participating products according to the planogram.
- Continue to merchandise the P11 signage (pole topper sign, riser wrap, cut case backer card and end aisle backer card)
- Merchandise the P12 shelf talkers in front of the participating products in section.

“ Tap into the health and wellness trend post-holiday with the Ready-to-Drink category that has come to epitomize the ‘better for you/ movement. The display will feature a selection of top selling RTDs.

Big flavour,  
less sugar.



**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.



# Brand Spotlight (DD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Low Sugar Wines

**Signage MUST remain in place for P11 - P12**

**This is a sold program. Participation is mandatory.**

**Key Dates (Jan 31 - Feb 27, 2021)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

“

A curated selection of wines from all areas that focus on sugar content of 5 g/L or less.

### NEW! P12 Participating Products

LCBO#	Description	Size (mL)	Offers
14883	Pelee Island Lola Chardonnay VQA	750	\$2.00 LTO
26278	Folonari Valpolicella Classico DOC	1500	\$3.00 LTO
323725	Banfi Ce tine Rosso Toscana IGT	750	\$3.00 LTO
426601	Villa Maria Private Bin Sauvignon Blanc Marlborough	750	\$2.00 LTO
444059	Joel Gott 815 Cabernet Sauvignon	750	\$2.00 LTO
483263	Don David Reserve Malbec	750	\$2.00 LTO
545319	Frescobaldi Castiglioni Chianti DOCG	750	\$2.00 LTO
634402	Viña Tarapacá Reserva Sauvignon Blanc	750	\$2.00 LTO
638254	Gato Negro Pinot Noir	750	\$1.00 LTO
668228	Sangre De Toro Tempranillo	750	\$2.00 LTO

### Signage Components

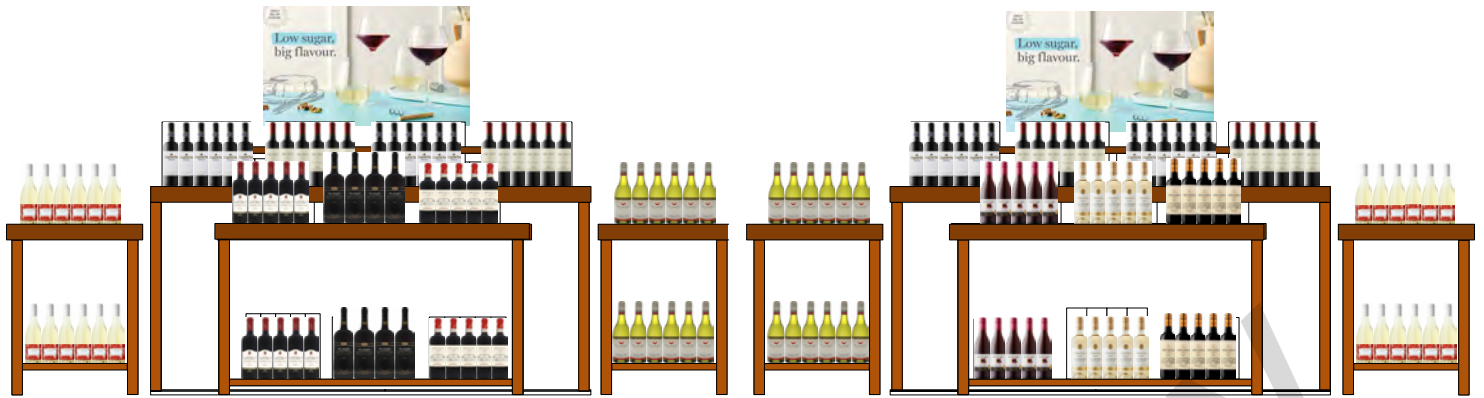
**Continue to display the P11 signage until the end of P12. A new set of shelf talkers will be shipped to participating stores by the start of P12.**

- Shelf Talkers ENG (Re-order #DMS-21P12-MNT4) / BIL (Re-order #DMS-21P12-MNT5)
- Table Sign Large ENG (Re-order #DMS-21P11-MNT1) / BIL (Re-order #DMS-21P11-MNT2)
- Table Sign Small BIL (Re-order #DMS-21P11-MNT3)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-21P11-MNT6) / BIL ENG (Re-order #DMS-21P11-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-21P11-MNT8)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Continue to display the P11 table sign and drum sign. A new set of shelf talkers will be shipped to participating stores by the start of P12.
- Merchandise the pre-printed shelf talkers in-section and on the table/celebration fixture.

## Middle Nesting Table



Front View

Back View

Top View (Back)

Facings: 5x 4 +483263	Facings: 5x 4 +634402	Facings: 5x 4 +638254
-----------------------------	-----------------------------	-----------------------------

Facings: 6x 3 +444059	Facings: 6x 3 +668228	Facings: 6x 3 +444059	Facings: 6x 3 +668228
Signage			
Facings: 6x 3 +668228	Facings: 6x 3 +444059	Facings: 6x 3 +668228	Facings: 6x 3 +444059

Facings: 6x 4 +14883
----------------------------

Facings: 6x 4 +426601
-----------------------------

Facings: 5x 4 +323725	Facings: 4x 3 +26278	Facings: 5x 4 +545319
-----------------------------	----------------------------	-----------------------------

Top View (Front)

## Celebration Fixture



Front View

Back View

# Period 12 END AISLES

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b>	31112	Grant's Family Reserve	750	LTO
	247056	Grant's Family Reserve	1750	LTO
	605931	Grant's Family Reserve	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2</b> (End Aisle W1)	30072	Chateau Timberlay Bordeaux Superieur Aoc	750	LTO
	135475	Fuzion Alta Reserve Malbec	750	LTO
	587964	Trius Cabernet Franc VQA	750	LTO



**IMPORTANT NOTE:**

End Aisle #3 is Flighted A & B. Ensure you display the participating product that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
<b>Flight A End Aisle #3A</b>	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>Flight B End Aisle #3B (End Aisle S1)</b>	189217	Gibson's Finest Sterling Edition	750	
	215038	Gibson's Finest Sterling Edition	1750	BAM
	215889	Gibson's Finest Sterling Edition Whisky	1140	BAM



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4 (End Aisle W2)</b>	12287	Jackson-Triggs Cabernet Sauvignon Light	750	LTO
	160994	Trivento Malbec Reserve	750	LTO
	533026	Masi Modello Merlot Trevenezie Igt	750	LTO



**IMPORTANT NOTE:**

End Aisle #5 is Flighted A & B. Ensure you display the participating product that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
<b>Flight A End Aisle #5A</b> (End Aisle S2)	312959	Ketel One	1750	LTO
	363770	Ketel One Vodka	1140	
	456095	Ketel One Vodka	750	



	LCBO#	Description	Size (mL)	Offers
<b>Flight B End Aisle #5B</b>	131391	Smirnoff Vodka (P.E.T)	1140	BBAM
	381954	Smirnoff Citrus Flavoured Vodka	750	
	419515	Smirnoff Grapefruit	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b> (End Aisle W3)	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO, Wine Fridge
	261099	Inniskillin Pinot Noir VQA	750	LTO
	553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	LTO







7 -S3

LCBO#	Description	Size (mL)	Offers
27235	Sauza Gold Tequila	750	LTO
143040	Hornitos Reposado Tequila	750	LTO
217125	Sauza Silver	1140	LTO

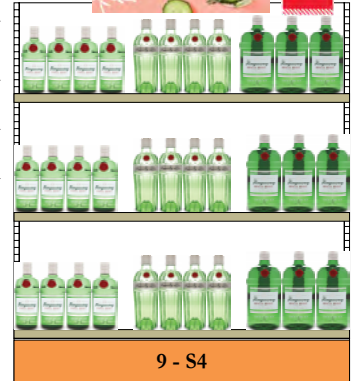
**End Aisle #7**  
(End Aisle S3)



8 -W4

LCBO#	Description	Size (mL)	Offers
669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO
127456	Fuzion Organic Malbec Cabernet	750	LTO
910430	(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO

**End Aisle #8**  
(End Aisle W4)



9 - S4

LCBO#	Description	Size (mL)	Offers
2691	Tanqueray Dry Gin	750	
96263	Tanqueray Dry Gin	1750	LTO
600163	Tanqueray No. Ten Gin	750	

**End Aisle #9**  
(End Aisle S4)

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	11226	Whitewater Blood Moon Orange Sour (8454)	473	
	14952	Amsterdam Makes U Pucker (3842)	473	
	15697	Bench Brewing Green Fields Sour Ale (798)	473	
	16786	Muskoka Ebb & Flow Plum And Boysenberry (LCBO Warehouse)	473	
	19616	Cowbell Brewing Co. Sea Salt Grapefruit Sour (458)	473	
	142000	Nickel Brook Zap Sour IPA (6699)	473	
	144337	Side Launch Hibiscus Sour (3827)	473	
	514935	Flying Monkeys 12 Minutes To Destiny (6309)	473	LTO

**NOTE: Refer to the Mini Thematic C section for more details**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b> (End Aisle S5)	318683	The Kraken Black Spiced Rum	1140	BAM
	225698	The Kraken Black Spiced Rum	750	LTO
	366534	The Kraken Black Spiced Rum	375	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b> (End Aisle W5)	508721	Inniskillin Baco Noir VQA	750	LTO
	392654	Apothic Dark Red	750	LTO
	572800	Beringer Brothers Bourbon Barrel Red Blend	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b> (End Aisle S6)	311928	Canadian Club Classic 12 Year Old	750	
	311936	Canadian Club Classic 12 Year Old	1140	LTO
	311944	Canadian Club Classic 12 Year Old	1750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b> (End Aisle W6)	166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	LTO
	385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	LTO
	491118	Radio Boka Tempranillo Vdespana Bib	3000	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b> (End Aisle S7)	227413	Iceberg Vodka	1140	
	446567	Iceberg Vodka (P.E.T)	750	
	544155	Iceberg Vodka	1750	LTO



Discover these products and more at [lcb.com](http://lcb.com)  
 Découvrez ces produits et plus encore à [lcb.com](http://lcb.com)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b> (End Aisle S8)	491803	Southern Comfort	375	BAM
	491811	Southern Comfort	750	LTO
	491829	Southern Comfort	1140	

Find Your New  
 Découvrez du neuf



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b> (End Aisle W7)	434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750	Flex Space, LTO
	558841	Black Cellar Shiraz Cabernet Bag In Box	3000	LTO
	926626	(V) Les Sinards Chateauneuf (Perrin & Fils)	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b> (End Aisle W8)	297119	Peller Family Vineyards Chard Bag In Box	4000	LTO
	553800	Novas Gran Reserva Sauvignon Blanc Organic	750	LTO
	580183	Blu Giovello Pinot Grigio	750	LTO

**End Aisle #19**

(End Aisle S9)

LCBO#	Description	Size (mL)	Offers
54866	Bulleit Bourbon Frontier Whiskey	750	Value Add
350611	Bulleit Rye	750	
439075	Bulleit Bourbon 10 YO	750	



**End Aisle #20**

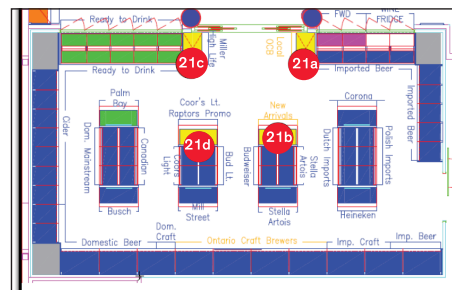
(End Aisle W9)

LCBO#	Description	Size (mL)	Offers
13634	The Wanted Chard Chardonnay	750	LTO
64287	Cono Sur Bicicleta Viognier	750	Flex Space
561381	Pelee Island Pinot Grigio Bag In Box	3000	LTO



# BEER EXCITEMENT ZONE

(21A, B, C, D)



The Beer Excitement Zone has four displays to highlight engaging offers on popular products. The three displays are **sold programs (21A, 21C and 21D)**, and the remaining 21B is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display.

**This is a sold program. Participation is mandatory. Products will not be forced, please order as necessary to support the display.**

## Key Dates (Jan 31 - Feb 27, 2021)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
<b>21A</b> Plinth (EA - EZA)	14066	Molson Ultra 6 × 473 mL	275 - TBS	\$1.00 LTO
	15179	Coors Organic 6 × 355 mL	275 - TBS	\$1.00 LTO
	558940	Miller Lite 6 × 473 mL	275 - TBS	\$1.00 LTO
<b>21B</b> New/Seasonal (EA - EZB)	19015	Muskoka Squeeze The Day 473 mL	LCBO Warehouse	
	19662	Flying Monkeys Memories of the Future 473 mL	6309	
	498576	Great Lakes Brewing Robohop IPA 473 mL	1929	
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
<b>21C Plinth</b> (EA - EZH)	17818	Corona Extra 6 × 330 mL	275 - TBS	
	17846	Corona Extra 6 × 355 mL	275 - TBS	\$1.00 LTO
<b>21D</b> End Aisle (EA - EZD)	311779	Bud Light 6 × 473 mL*	275 - TBS	Contest
	908665	Bud Light 6 × 355 mL	275 - TBS	\$1.00 LTO
	1107	Bud Light 473 mL	275 - TBS	
	<b>*Contest: For a limited time only, enter a contest for a chance to win a Customizable (different colour and sizes) Bud Light Apparel - Sweater.</b>			

**21A:**

A selection of lighter brews to kick off the new year! The beers are low in carbs and calories, without skipping out on the flavour.

**21B:**

Remember to merchandise 8-pack carriers on the top shelf to encourage purchasing multiple units and discovery of new products.

**21C:**

Light and easy drinking, Corona is a perfect brew for any occasion.

**21D:**

Choose a lighter beer this season with Bud Light. Enter for a chance to win a branded Sweater in your colour and size of choice.

**Signage Components**

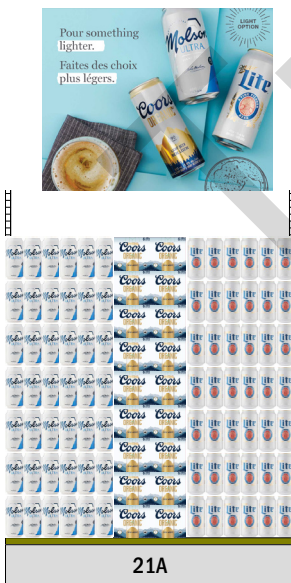
- 21A Backer Card BIL (DMS-21P12-EZ1)
- 21A Transparency ENG (DMS-21P12-EZ2) / BIL (DMS-21P12-EZ3)
- 21B Generic Backer Card BIL (DMS-21P12-EZ4)
- 21C Backer Card BIL (DMS-21P12-EZ5)
- 21A, C, D Pricer Cards ENG (DMS-21P12-EZ6) /BIL (DMS-21P12-EZ7)
- 21A, C, D Shelf Talkers ENG (DMS-21P12-EZ8) / BIL (DMS-21P12-EZ9)
- 21D Backer Card BIL (DMS-21P12-EZ10)
- 21D Transparency ENG (DMS-21P12-EZ11) / BIL (DMS-21P12-EZ12)

**Merchandising Instructions**

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.

**21B:**

- Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf.
- Merchandise the generic 21B backer card until the end of P13.



# Ontario Craft Beer

## END AISLE

### Overview

This program is currently running in select stores, highlighting local Ontario Craft Beer on End Aisles. Participating stores should ensure this program is executed as per the directions below to support these local breweries.

Where space exists to meet social distancing guidelines, stores participating in the 8-Pack carrier program may merchandise their metal merchandiser adjacent to this End Aisle to encourage customers to fill their carrier with these products.

**Participation is mandatory.**

### Key Dates (Jan 31 - Feb 27, 2021)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
14812	Great Lakes Brewery - Haze Mama	473	1929 - Great Lakes Brewing Co. Inc.
15116	Cowbell Brewing Co. Hazy Days IPA	473	458 - Cowbell Brewing Co.
275172	Nickel Brook Headstock IPA	473	6699 - Nickel Brook Brewing Company
575357	3 Speed Lager 568	568	3842 - Amsterdam Brewing Company
643015	Campfire Rye Ale	473	115 - Boshkung Brewery
688507	Flying Monkeys Sparklepuff Triple IPA	473	6309 - Flying Monkeys Craft Brewery

### Merchandising Instructions

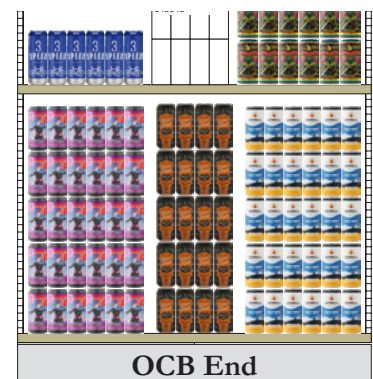
- Merchandise participating products on the End Aisle
- Install pre-printed shelf talkers in front of products.
- Merchandise the "Ontario Craft Beer" End Aisle backer card

### 8-Pack Carrier stores:

- Remove a shelf from the back End Aisle and move to the top of the front end with the 8-Pack merchandiser displayed beside it (use case cuts/stack outs on the back end)
- Display a fully-assembled 8-pack carrier, filled with local bestselling Ontario Craft Beer on the top shelf.
- Choose products that are the most local to your market, highlighting near-by/ community breweries.
- Up to 10 skus may be featured on this end (2 on top shelf in assembled 8-Pack carriers, 4 on each of the bottom 2 shelves).

### Signage Components

- End Aisle Backer card ENG/BIL (Re-order # DMS-OCBEA01)
- Pre-Printed Shelf talkers ENG (Re-order #DMS-P12-OCBEA-ST1)
- FLS designated stores must display the bilingual side of the product shelf talkers.





# Craft Beer Imported

## SHELF TALKERS

### Craft Beer Program (Imported)

### Key Dates (ongoing)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)
17767	Aventinus Eisbock	330
17773	Oskar Blue Old Chub Scotch Ale	4 x 355
17774	PEI Brewing Sydney Street Oatmeal Stout	473
17775	Smiths Yorkshire Stingo Barrel Aged Strong AI	550
17843	De Dolle Brouwers Stille Nacht	330
17844	Windswept Bear Russian Imperial Stout	330
180315	Harviestoun Ola Dubh 18 yr old	330
311860	Erdinger Pikantus	500

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
(ENG: DMS-FW-OCB1/ BIL: DMS-FW-OCB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

# ONTARIO WINES

## ON1: Go-Local (formerly Our Wine Country) (EA-GL)

**This is a sold program. Participation is mandatory.** This Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU).

**NOTE:** Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

### Key Dates (Jan 31 - Feb 27, 2021)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
4705	20 Bees Chardonnay VQA	750	\$1.00 LTO
518753	D'Ont Poke The Bear White VQA	750	\$1.00 LTO
526228	Jackson-Triggs Reserve Meritage VQA	750	\$1.00 LTO
575662	Revel Cab Noir Dark Red VQA	750	\$2.00 LTO

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # DMS-21P12-OWP2)

##### Merchandising Instructions

- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



Cube Sign Signs x 2  
(Re-order# OWSIGN-001)



Cube Sign  
(Re-order# OWSIGN-002)



#### PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

##### Signage Components

- Our Wine Country Backer Card (Re-order# NIVQA0662)
- LTO Shelf Talkers ENG/BIL (Re-order # DMS-21P12-OWP2)

##### Merchandising Instructions

- Keep the backer card in place.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



Backer Card  
(Re-order# NIVQA0662)



## ON2: VQA Our Buyer's Pick (formerly Superstars) (OWC)

This program will place spotlights on **FOUR (4) Ontario VQA** wines every period. The Our Wine Country Ontario Buyer's Pick Program is updated every promotional Period.

**This is a sold program. Participation is mandatory.**

### Key Dates (Jan 31 - Feb 27, 2021)

#### Participating Products

LCBO#	Description	Size (mL)
136044	Pelee Island Chardonnay VQA	750
164087	Sandbanks Sleeping Giant Foch-Baco Noir VQA	750
492249	Open Smooth Red VQA	3000
620724	Creekside Sauvignon Blanc VQA	750

NOTE: Participating stores must order products required minimum of three (3) cases per SKU.

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

#### Signage Components

- Ontario Buyer's Pick Backer Card - this sign is an operational sign, please reuse the sign from period to period. ENG/BIL (Re-order # NIVQA066)
- Shelf Talkers ENG/BIL (Re-order # DMS-21P12-OWP1)



End Aisle Backer Card

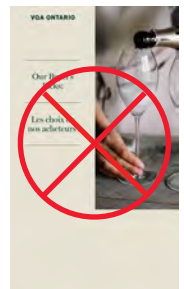
#### Merchandising Instructions

A & B store locations will have new merchandising noted on their updated planograms. Refer to the Store Dashboard for details.

**C & D stores that merchandise this promotion in a Cut Case Display will need to choose a new merchandising option from the list below:**

#### Cut-Case Display Stores:

- Option 1:**  
Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola with the supporting shelf talkers.
- Option 2:**  
If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# NIVQA066)
- Option 3:**  
If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.



Recycle Cut-Case Backer Card

#### End Aisle Display Stores:

- Stores that have ONE (1) VQA Gondola Fixture are to install the Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display.

#### Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-21P12-OWP1)
- Install the shelf talkers in-section in front of the participating products.

## ON3: Ontario Staff Pick Backer Card Program (Permanent)

### Signage

- Staff Picks Backer Card:  
ENG/BIL (Re-order# NIVQA065)

### Merchandising Instructions

- Keep the backer card in place.
- Bilingual designated stores must display the bilingual side of the sign facing customer.



### Participating Stores

7, 33, 41, 49, 51, 55, 65, 68, 82, 130, 144, 177, 207, 211, 221, 227, 229, 233, 234, 250, 263, 276, 278, 341, 351, 364, 384, 391, 404, 420, 425, 437, 443, 453, 457, 477, 485, 500, 509, 526, 537, 550, 551, 554, 556, 571, 580, 587, 602, 609, 627, 633, 640, 644, 645, 646, 649, 652, 653, 655, 657, 661, 667, 694, 695, 699, 706, 741

## 2020/21 Ontario Wine Awards (P11 - P6)

The following Ontario VQA wines (Angel's Gate Estate Winery) have recently been recognized by the 2020 Ontario Wine Awards. The Shelf Talkers are to support the 2020 Ontario Wine Award winners for both LCBO and Vintages products. Please highlight these VQA wines in stores with shelf talkers.

### Key Dates (P11-P6)

### Participating Stores

All Stores

### Participating Products

LCBO#	Description	Size (mL)
1818	Angels Gate Chardonnay VQA	750
58594	Angels Gate Gewürztraminer VQA	750
107714	Angels Gate Gamay Noir VQA	750
308486	Angels Gate Pinot Noir VQA	750
331215	Angels Gate Pinot Gris VQA	750
620096	Angels Gate Cabernet Merlot VQA	750
620104	Angels Gate Sussreserve Riesling VQA	750



### Signage

**NOTE: Signage is to remain up until P6.**

- P11-P6 Perpendicular Shelf Talker ENG (Re-order# DMS-OP21-OWA1) BIL (Re-order# DMS-OP21-OWA2)

### Merchandising Instructions

- Install the perpendicular in front of corresponding products using a perpendicular shelf talker clip.
- Signage is to remain up until P6.

# VINTAGES

## V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

The Essentials on Offer program has changed from a two period program to a **one period program** (with the exception of P10 & 11 which will remain as a 2 period turn)

This program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program now spans one promotional period and features two products on LTO on a front-facing end aisle display. **This is a sold program. Participation is mandatory.**

### Key Dates (February 1 - 28)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

#### P12 Participating Products

LCBO#	Description	Size (mL)	Offers
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$3.00 LTO
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$2.00 LTO

#### Signage Components

- Branded Backer Card ENG/BIL (Re-order # DMS-21P12-VINT1)
- LTO Shelf Talkers ENG/BIL (Re-order # DMS-21P12-VINT1)
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

- Merchandise products together on a frontfacing/primary end aisle.
- Remove the generic backer card and install the branded backer card.
- Remove the no offer shelf talkers and install the LTO offer shelf talkers.
- Use the bin tag overlays to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.

#### Program Schedule: Period 12 (Branded Backer Card)

- Stores will install the branded backer card and LTO offer shelf talkers to highlight the participating SKUs.



V2

## VINTAGES Wines of the Month

Wines of the Month are part of every release and are recognized as Vintages' two favourite wines out of the more than 120 released every two weeks. **Participation is mandatory.**

### Key Dates (Feb 6<sup>th</sup> and 20<sup>th</sup>, 2021 releases)

#### Mandatory Participation Stores

Please refer to the Participation Lookup page on the Portal for information

#### All other participating stores

If your store receives the corresponding signage components for this program, you are expected to merchandise it. If you do not have an available end, or sufficient inventory, install the pre-printed signage in front of the participating product(s) on-shelf.

#### Participating Products

LCBO#	Description	Size (mL)
<b>FEBRUARY 6<sup>TH</sup>, 2021 RELEASE</b>		
265983	McManis Chardonnay 2019	750
995704	Zenato Valpolicella Superiore 2017	750
<b>FEBRUARY 20<sup>TH</sup>, 2021 RELEASE</b>		
11769	Catena Lunlunta Old Vines Appellation Malbec 2018	750
461640	William Fèvre Champs Royaux Chablis 2018	750

#### Signage Components

- Year-round backer card kit ENG/BIL:  
Vintages fixtu es (Re-order# VBC042)  
LCBO fixtu es (Re-order# VBCL056)
- Pre-printed shelf talker ENG/BIL
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

- Merchandise products together according to the planogram for each release.
- Install the Wines of the Month backer card from your year-round kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



## VINTAGES BAM & LTO Program

The Vintages BAM & LTO signage will arrive in the mailbox the week before the promotional period starts; safely store signage until the promotion starts. This is a mandatory supplier program. All in-channel shelf talkers for the participating products should be installed at the start of the period. If you do not receive your kit, please call helloLCBO to request one.

### Key Dates

**LTO (Feb 1 to Feb 28, 2021)**



**BAM (Jan 31 to Feb 27, 2021)**



### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Signage Components

- Please Note: The BAM/LTO in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag. You may continue to use the current BAM/LTO shelf talker generic template to reprint any damaged signage.

### Participating Products

LCBO#	Description	Size (mL)	Price	Now	Offers
260463	Coffin edge Back From The Dead Red	750		\$19.95	6 BAM
142935	Small Gully The Formula Robert'S Shiraz	750		\$19.95	8 BAM
603456	Becherovka Original Liqueur	750	\$29.40	\$26.40	\$3.00 LTO
565861	Château Des Charmes Vidal Icewine	200	\$28.95	\$24.95	\$4.00 LTO
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
926626	Famille Perrin Les Sinards Châteauneuf-Du-Pape	750	\$39.95	\$36.95	\$3.00 LTO
286278	Flat Rock Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
444059	Joel Gott 815 Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00 LTO
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00 LTO
145920	Marchesi De' Frescobaldi Tenuta Di Castiglioni	750	\$21.95	\$18.95	\$3.00 LTO
322586	Montes Alpha Cabernet Sauvignon	750	\$19.95	\$16.95	\$3.00 LTO
314575	Sterling Napa Valley Cabernet Sauvignon	750	\$44.95	\$39.95	\$5.00 LTO
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$23.95	\$21.45	\$2.50 LTO
660043	Two Hands Gnarly Dudes Shiraz	750	\$24.95	\$21.95	\$3.00 LTO
11452	Willm Réserve Riesling	750	\$19.95	\$17.95	\$2.00 LTO
413179	Zenato Amarone Della Valpolicella Classico	750	\$52.95	\$49.95	\$3.00 LTO

## VINTAGES Ontario Our Buyer's Picks Program (formerly Superstars)

The VINTAGES Our Buyer's Picks program showcases the best of local producers, all recommended by LCBO Buyers. Each period there will be four Ontario Our Buyer's Picks: two LCBO wines and one VINTAGES Essential. Participation is mandatory.

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

**Key Dates (Jan 31 - Feb 27, 2021)**

### Participating Product

LCBO#	Description	Size (mL)
388306	Inniskillin Vidal Icewine	375

### Signage Components & Merchandising Instructions

**Signage reorder code: DMS-21P12-VBP**

#### Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by February 28, 2021.

#### Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by February 28, 2021.

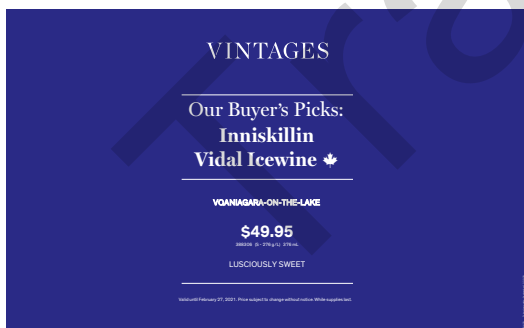
#### Basket Sign Insert ENG/BIL (Our Wine Country stores only)

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by February 28, 2021.

#### Available Chilled Hot Button

##### ENG/BIL (re-order# DMS-Available Chilled Hot Button)

- Signs should be used on shelf to indicate that the Superstar product is also available in the fridge. Superstar Shelf Talkers should be placed in the fridge to highlight the Superstar products there.



Basket Sign



Pricer Card



Shelf Talker



C

# Display Program (SBC) BLOCK PILE C

AIR MILES®



**This is a sold program. Participation is mandatory.**

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

## Key Dates (Jan 31 - Feb 27, 2021)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)	Offers
11928	Gato Negro Chardonnay	1500	7 BAM
79129	Gato Negro Sauvignon Blanc	1500	6 BAM
621623	Yellow Tail Cabernet Sauvignon	750	8 BAM
185249	Mirassou Pinot Noir	750	8 BAM
450981	Pelee Island Lola Blush VQA	750	8 BAM
527457	Nederburg Shiraz	750	8 BAM
621821	Folonari Pinot Grigio Delle Venezie DOC	1500	10 BAM
639732	Gato Negro Cabernet Merlot	1500	7 BAM

“ Popular wines with attractive BAM offers. Will feature a mix of 750 mL and 1.5L formats.



### Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P12-BPC1) / BIL (Re-order # DMS-21P12-BPC2)
- Riser Wrap ENG (Re-order #DMS-21P12-BPC3)/ BIL (Re-order # DMS-21P12-BPC4)
- Pricer Card ENG (Re-order # DMS-21P12-BPC5) / BIL (Re-order # DMS-21P12-BPC6)
- Shelf Talkers ENG (Re-order # DMS-21P12-BPC7) / BIL (Re-order # DMS-21P12-BPC8)
- End Aisle Backer Card BIL (Re-order # DMS-21P12-BPC9)
- Pole Topper BIL (Re-order # DMS-21P12-BPC10)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install pole topper sign and shelf talkers.

**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

D

# Display Program (XBP)

## BLOCK PILE D

Diageo/MLSE

### Products & Signage MUST remain in place for P12 - P13

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

**This is a sold program. Participation is mandatory.**

#### Key Dates (P12 - P13)

#### Participating Stores

1, 10, 15, 19, 21, 22, 31, 38, 40, 83, 102, 115, 130, 148, 149, 154, 164, 187, 195, 198, 217, 226, 228, 243, 253, 263, 288, 310, 329, 334, 346, 355, 360, 367, 385, 390, 393, 394, 398, 412, 417, 438, 443, 445, 452, 486, 495, 499, 500, 511, 523, 542, 549, 555, 573, 590, 619, 623, 624, 630, 631, 632, 703, 741, 776

“ This enhanced display will allow consumers to celebrate their sports fandom with brands that have phenomenal partnerships with their favorite teams. Fans can show their allegiance by wearing team branded toques and socks that will be free with any purchase of brands in the display.

#### Participating Products

LCBO#	Description	Size (mL)	Offers	Value Add
500512	Captain Morgan Spiced Rum	750		Value Add: Toronto Football Club toques
217653	Captain Morgan Spiced Rum	1140		
67	Smirnoff Red	750		Value Add: Smirnoff Raptors toques
216929	Smirnoff Red	1140		
1487	Crown Royal Whisky	750	\$1.50 LTO	Value Add: Maple Leafs Toque (in stores within 75 km from Scotiabank Arena)
114694	Crown Royal Whisky	1750	Buy 2 get 20 BBAM	<b>Participating Stores</b> 1, 10, 15, 19, 21, 148, 149, 164, 195, 198, 217, 226, 228, 253, 263, 329, 334, 346, 355, 360, 385, 390, 398, 445, 452, 486, 495, 511, 523, 542, 555, 573, 590, 619, 623, 630, 631, 632, 703, 776

**Value Add:** The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

## Signage Components

Please keep the signage displayed until the end of P13.

- Printed Corrugate structure - supplied by Agent
- Pricer Cards ENG (Re-order #DMS-21P12-BPD1) / BIL (Re-order #DMS-21P12-BPD2)

## Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products.
- The merchandiser display will include a fake crowd noise that can be controlled by store staff.

NOTE: Participating products and signage must remain in place for P12 and P13.



Supplied by Agent

# Period 11-13

## FLEX SPACE



Flex Space is a dedicated display space in the Wines section that draws customers' attention to featured products (e.g. new arrivals, LTOs, label changes, Vintages Essentials, etc.) and creates an engaging shopping experience. A handful of stores have been trying this new merchandising strategy, which resulted in increased sales of the featured products.

### **Mandatory Participation:**

The following Flex Space is sold to the trade, store participation is mandatory:

Flex Space Australia - Explore Australian Wines

### **Key Dates (P11 - P13)**

### **Participating Stores**

Please refer to the Participation Lookup page on the Portal for information

### **3 Flex Spaces**

The 3 Flex space sections in this group are as follows:

**Stores without flex space may still choose to merchandise these products on their New & Seasonal fixture, or in-section.**

1. Sparkling section merchandised with new sparkling wines
2. USA/Australia section merchandised with new products from New World
3. Italy/SE Europe section merchandised with Old World products

### **6 Flex Spaces**

The 6 Flex space sections in this group are as follows:

- Sparkling section merchandised with new sparkling wines
- USA section merchandised with California wines
- SE Europe section merchandised with new wines from Europe
- Australia section
- Chile/Argentina section
- Organic section - secondary location for all general list and Vintages organic products.

### **Signage Components**

Flex Space Signage Kit

- Box Signs
- Bin Strips
- (Re-order # DMS-21P11-FS1)

### **Merchandising Instructions**

- Each store in this bucket will rotate product periodically in the six Flex Spaces within the following sections: Sparkling, USA, Italy/SE Europe, Australia and Chile/Argentina.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- Use the list of skus provided to select the products your store will merchandise in each flex space. Only select skus that are in your current assortment.
- Please refer to the planoguides for product placement.
- Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.

## Suggested Products to Merchandise (based on your current store's assortment)

Box Sign	Producing Country	LCBO#	Description	Size (mL)	Price	Offers
<b>Sparkling Flex Space (FSA) - "New Sparkling Wines" - NEW products for P12</b>						
	Spain	16191	Toro Bravo Sparkling Secco White	750	\$12.95	
	Spain	16306	Segura Viudas Brut Rose D.O. Cava	750	\$15.95	
	France	16396	GH Martel Champagne VICTOIRE Brut Rose	750	\$45.95	
	Germany	518407	Blue Nun 24K Gold Edition Sparkling	750	\$14.95	
	Canada	16858	Malivoire Che Bello Sparkling VQA	750	\$17.95	
	Canada	515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$11.95	\$1.00 LTO
<b>USA - California Flex Space (FSB) - "Great Value California Wines" - NEW products for P12</b>						
	USA	11193	Sand Point Cabernet Sauvignon	750	\$16.95	\$2.00 LTO
	USA	55517	Smoking Loon Cabernet Sauvignon	750	\$16.00	\$2.00 LTO
	USA	464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	\$20.95	\$2.00 LTO
	USA	669242	Sterling Vintner's Chardonnay	750	\$16.95	\$2.00 LTO
	USA	489278	Cline Zinfandel	750	\$17.45	
	USA	10424	Three Thieves Pinot Noir	750	\$17.95	
<b>Europe - Italy/SE Flex Space (SFC) "New Wines from Europe" - No changes from P11</b>						
	Italy	13602	Tavarnello, Sangiovese Cabernet	750	\$8.95	
	Italy	13918	Cantine Due Palme Brindisi Rosso Dop	750	\$8.95	
	France	17447	Lacour Tourny Bordeaux Merlot Cabernet	750	\$11.95	
	France	17528	Paul Sapin JUST Merlot	750	\$11.95	
	France	17535	Terrior D'Altitude Cabernet Sauvignon	750	\$14.95	
<b>Australia Flex Space (FSD) - "Explore Australian Wines" - NEW products for P12</b>						
<b>*Mandatory Participation: This is a SOLD promotion. Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.</b>						
	Australia	619395	Red Knot Shiraz	750	\$19.05	\$2.00 LTO
	Australia	170134	Banrock Station Pink Moscato	750	\$12.45	\$1.50 LTO
	Australia	572040	Hardys Brave New World Shiraz Black	750	\$16.95	
	Australia	624544	Yellow Tail Shiraz	750	\$12.95	\$2.00 LTO
	Australia	68254	Yellow Tail Pinot Grigio	750	\$11.95	
	Australia	142935	Formula Roberts Shiraz	750	\$19.95	BAM
	Australia	660043	Two Hands Gnarly Dudes Shiraz - Barossa Valley	750	\$21.95	LTO
	Australia	470062	Yalumba Y Series Viognier 2019	750	\$14.95	
<b>Chile/Argentina Flex Space (FSE) - "Save on New World Wines" - NEW products for P12</b>						
	Chile	16189	Santa Rita Secret Reserve Sauvignon Blanc	750	\$0.00	\$2.00 LTO
	Chile	64287	Cono Sur Bicicleta Viognier	750	\$11.65	\$2.00 LTO
	Argentina	394783	Dona Paula Estate Malbec	750	\$16.00	\$3.00 LTO
	Chile	434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750	\$15.95	\$2.00 LTO
	Argentina	483263	Don David Reserve Malbec	750	\$17.00	\$2.00 LTO
	Chile	634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$13.90	\$2.00 LTO
	Chile	638254	Gato Negro Pinot Noir	750	\$9.40	\$1.00 LTO
	Chile	322586	Cabernet Sauvignon Alpha (Montes Sa)	750	\$19.95	\$3.00 LTO

### Organic Flex Space

Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)



The planoguides are for examples only. Based on your store fixture size and product assortments, please increase or decrease product facings to create an impactful display.

### EUROPE - Italy/SE Flex Space “New Wines from Europe”



### USA Flex Space “Great Value California Wines”



### Chile/Argentina Flex Space - “Save on New World Wines”



### Sparkling Flex Space - “New Sparkling Wines”



### Australia Flex Space “Explore Australian Wines”



### Mandatory Participation:

The following Flex Space is sold to the trade, store participation is mandatory:

Flex Space Australia - Explore Australian Wines

# RESPONSIBLE SERVICE PROGRAM

Replacing existing Check 25 and Second Party Purchase Signage Packages

## Overview

The LCBO is committed to the responsible sale of beverage alcohol and we appreciate the critical role our frontline employees play in helping keep our communities and customers safe.

This past year, the Sustainability team identified a need to evolve the current **Challenge & Refusal Program**, to the **Responsible Service Program**, to further prioritize inclusion, health and well-being of our customers and employees and to ensure clear and concise in-store messaging. While the policies are not changing, we are updating how we communicate, which will result in clearer messaging to our customers and better support for our frontline employees responsible for enforcing them.

## Participating Stores

All Stores

The Responsible Service Program updates include:

- New *Be ID Ready* signage has evolved from our Check 25 campaign and now no longer includes individual faces.
- In response to the pandemic, we have included in-store signage around mask safety so that employees feel confident asking customers to lower their masks when asked for their ID.
- Signage now includes icons to ensure clear communication for customers.

**ACTION:** All Blue SR Signage should be removed & recycled and replaced with the new Responsible Service Program.



## Signage Components & Merchandising Instructions

Component

Image

### Window Show Card (English/Bilingual) (Re-order# OP21-SRP1)

- Install the sign on every third show card as part of the rotation with the current promotional turn's show cards.
- Do not discard or replace this show card at the end of the promotional turn; it is to stay installed until further notice.

**Note:** The Window Showcard was included in the P11 POP Package that was shipped to all stores. All overs of this signage will be available to order by contacting HelloLCBO.



## Signage Components & Merchandising Instructions

### Component

### Image

#### Metal Floor Stand Sign (Bilingual) (Re-order# OP21-SRP2)

- Place metal stand with the Responsible Service sign in a prominent location near the entrance of the store (but not in the vestibule as that's where the parking lot sign is sometimes displayed) or at the front of the cash.
- The stand should not go behind the cash, but rather in front of the cash as customers approach to check out.



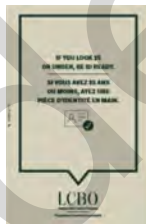
#### Front End Merchandiser Sign (Bilingual) (Re-order# OP21-SRP3)

- Peel off the release strip from the double sided tape and stick the adhesive side on the wall of the Front End Merchandiser Fixture.



#### Perpendicular Shelf Talkers (Bilingual)

- At Store Manager's discretion, display the Perpendicular Shelf Talkers (5 Versions) in sections where customers 25 years of age and younger most frequently shop.
- Perpendicular Shelf Talker Clips (PSTC201404) can be ordered through helloLCBO.
- The perpendicular shelf talkers will be bundled per version of 10 for store ordering.



V1 Re-order #  
OP21-SRP4



V2 Re-order #  
OP21-SRP5



V3 Re-order #  
OP21-SRP6



V4 Re-order #  
OP21-SRP7



V5 Re-order #  
OP21-SRP8

#### Shopping Cart Sign (Select Stores) (Bilingual) (Re-order# OP21-SRP9)

- Display the Responsible Service sign in the Shopping Cart frame.
- Refer to the Shopping Cart section for more details.





# Turn 3

## WINE FRIDGE

PT12 to PT2 (January 31, 2021 - May 22, 2021)

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 3 online guide for participating products. **This is a sold program. Participation is mandatory.**

### Participating Stores

#### Group A Stores

1, 5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 171, 182, 195, 207, 212, 214, 217, 226, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 386, 388, 390, 391, 393, 394, 397, 398, 412, 428, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 555, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 672, 675, 698, 741, 748, 751, 771, 776

#### Group B Stores

14, 20, 23, 24, 26, 27, 33, 34, 45, 50, 51, 52, 55, 58, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 82, 86, 87, 90, 95, 97, 101, 110, 115, 124, 125, 130, 132, 139, 144, 145, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 194, 196, 197, 200, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 236, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 312, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 406, 407, 415, 416, 417, 427, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 540, 544, 549, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 629, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744

#### Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 327, 333, 335, 345, 349, 354, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 509, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 703, 706, 746, 749

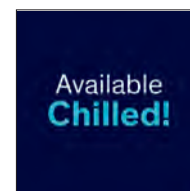
#### Group D Stores

6, 17, 21, 22, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 150, 158, 165, 166, 169, 174, 178, 188, 198, 220, 232, 237, 246, 247, 250, 258, 260, 265, 276, 293, 294, 296, 298, 301, 323, 330, 331, 363, 364, 369, 383, 385, 389, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 547, 551, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 646, 650, 652, 654, 655, 657, 665, 676, 693, 702








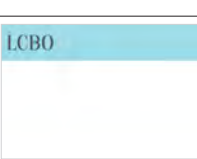


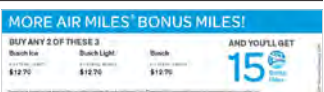
### Signage Component

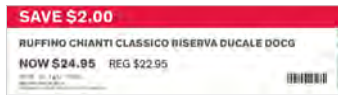



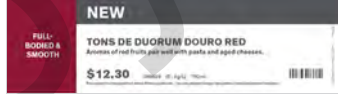



- Available Chilled Hot Button(Re-order # DMS-Available Chilled Hot Button)

For additional signage, please call helloLCBO @ 416-365-5932 to place an order.



# ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	<b>EA3 &amp; EA5 Flight A (Premium)</b> Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P12-ST14	
	BIL: DMS-21P12-ST15			
On Shelf	<b>EA3 &amp; EA5 Flight B (Standard)</b> Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P12-ST16	
	BIL: DMS-21P12-ST17			
On Shelf	Branded Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P12-ST1 BIL: DMS-21P12-ST2	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P12-ST3 BIL: DMS-21P12-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P12-ST5 BIL: DMS-21P12-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P12-ST7 BIL: DMS-21P12-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P12-ST9 BIL: DMS-21P12-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P12-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P12-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P12-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P12-ST18 BIL: DMS-21P12-ST19	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P12-LTO	
On Shelf	"SAVE/ ÉPARGNEZ" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	Bonus AIR MILES® Shelf Talker Pre-Printed (Bonus Air Miles Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	BONUS AIR MILES® reward miles de récompense AIR MILES® in prime Shelf Talkers Pre-Printed (Bonus Air Miles Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"NEW" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h English/Price English/No Price	BNS Bundle DMS-P12-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"In The Spotlight" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	"In The Spotlight/EN VEDETTE" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

# Sold Space WORKSHEETS

An electronic version (MS Excel format) of these worksheets is available on the Customer Experience Portal Site.

Quick links to Excel versions of the Worksheets can also be found every week in the Customer Experience Newsletter or by navigating to the <http://home.lcbo.com/SAM/Pages/default.aspx> page on the Portal.

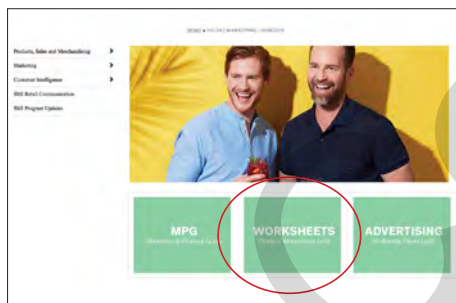
<p>100% Fortana Di Pappa Red, 1000 mL          37.5M Fortana Di Pappa Red, 2000 mL          Please be advised that due to ongoing supply issues due to a change in brand ownership of the Fortana Di Pappa brand family, the above SKUs will be out of stock indefinitely.          We will advise once the inventory becomes available in your supplying warehouse.</p>
<p>Wine Fridge Turn 2  <a href="#">Click here to read the guide</a></p>
<p>PT7 - Bring Local Home  <a href="#">PT7 Marketing &amp; Product Guide</a>  <a href="#">PT7 Worksheets Link</a></p>

Customer Experience Newsletter

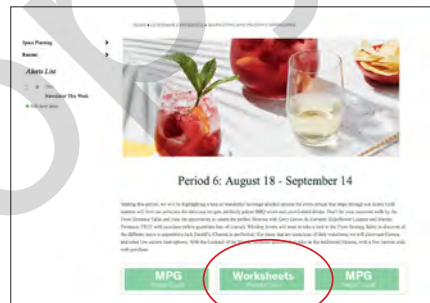
Wine Fridge Turn 2  
[Click here to read the guide](#)

PT7 - Bring Local Home  
[PT7 Marketing & Product Guide](#)  
[PT7 Worksheets Link](#)

REMINDER: Please direct  
[Help](#)



Portal Site



Marketing & Product Guidelines Site

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1	31112	Grant's Family Reserve	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		247056	Grant's Family Reserve	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		605931	Grant's Family Reserve	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2	30072	Chateau Timberlay Bordeaux Superieur Aoc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		135475	Fuzion Alta Reserve Malbec	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		587964	Trius Cabernet Franc VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3A	3558	Gibson's Finest Rare 12 Years Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		200741	Gibson's Finest Rare 12 Years Old	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3B	189217	Gibson's Finest Sterling Edition	750	
<input type="checkbox"/>	<input type="checkbox"/>		215038	Gibson's Finest Sterling Edition	1750	BAM
<input type="checkbox"/>	<input type="checkbox"/>		215889	Gibson's Finest Sterling Edition Whisky	1140	BAM
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4	12287	Jackson-Triggs Cabernet Sauvignon Light	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		160994	Trivento Malbec Reserve	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		533026	Masi Modello Merlot Trevenezie Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5A	312959	Ketel One	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		363770	Ketel One Vodka	1140	
<input type="checkbox"/>	<input type="checkbox"/>		456095	Ketel One Vodka	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5B	131391	Smirnoff Vodka (P.E.T)	1140	BBAM
<input type="checkbox"/>	<input type="checkbox"/>		381954	Smirnoff Citrus Flavoured Vodka	750	
<input type="checkbox"/>	<input type="checkbox"/>		419515	Smirnoff Grapefruit	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		261099	Inniskillin Pinot Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	27235	Sauza Gold Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		143040	Hornitos Reposado Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		217125	Sauza Silver	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8	669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		127456	Fuzion Organic Malbec Cabernet	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	2691	Tanqueray Dry Gin	750	
<input type="checkbox"/>	<input type="checkbox"/>		96263	Tanqueray Dry Gin	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		600163	Tanqueray No. Ten Gin	750	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	End Aisle 10: Mini Thematic C	11226	Whitewater Blood Moon Orange Sour (8454)	473	
			14952	Amsterdam Makes U Pucker (3842)	473	
			15697	Bench Brewing Green Fields Sour Ale (798)	473	
			16786	Muskoka Ebb & Flow Plum And Boysenberry (LCBO Warehouse)	473	
			19616	Cowbell Brewing Co. Sea Salt Grapefruit Sour (458)	473	
			142000	Nickel Brook Zap Sour IPA (6699)	473	
			144337	Side Launch Hibiscus Sour (3827)	473	
			514935	Flying Monkeys 12 Minutes To Destiny (6309)	473	LTO
☐	☐	End Aisle 11	318683	The Kraken Black Spiced Rum	1140	BAM
			225698	The Kraken Black Spiced Rum	750	LTO
			366534	The Kraken Black Spiced Rum	375	
☐	☐	End Aisle 12	508721	Inniskillin Baco Noir VQA	750	LTO
			392654	Apothic Dark Red	750	LTO
			572800	Beringer Brothers Bourbon Barrel Red Blend	750	LTO
☐	☐	End Aisle 13	311928	Canadian Club Classic 12 Year Old	750	
			311936	Canadian Club Classic 12 Year Old	1140	LTO
			311944	Canadian Club Classic 12 Year Old	1750	
☐	☐	End Aisle 14	166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	LTO
			385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	LTO
			491118	Radio Boka Tempranillo Vdespana Bib	3000	LTO
☐	☐	End Aisle 15	227413	Iceberg Vodka	1140	
			446567	Iceberg Vodka (P.E.T)	750	
			544155	Iceberg Vodka	1750	LTO
☐	☐	End Aisle 16	491803	Southern Comfort	375	BAM
			491811	Southern Comfort	750	LTO
			491829	Southern Comfort	1140	
☐	☐	End Aisle 17	434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750	Flex Space, LTO
			558841	Black Cellar Shiraz Cabernet Bag In Box	3000	LTO
			926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	LTO
☐	☐	End Aisle 18	297119	Peller Family Vineyards Chard Bag In Box	4000	LTO
			553800	Novas Gran Reserva Sauvignon Blanc Organic	750	LTO
			580183	Blu Giovello Pinot Grigio	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			54866	Bulleit Bourbon Frontier Whiskey	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	350611	Bulleit Rye	750	
			439075	Bulleit Bourbon 10 YO	750	
			13634	The Wanted Chard Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	64287	Cono Sur Bicicleta Viognier	750	Flex Space
			561381	Pelee Island Pinot Grigio Bag In Box	3000	LTO
			602763	Absolut Raspberri Vodka	750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	631226	McGuinness Creme De Cacao White	750	
			5959	Baileys Original Irish Cream	750	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	11248	Baileys Espresso	750	\$1.00 LTO
			17085	Baileys Red Velvet	750	
			392308	Baileys Vanilla Cinnamon	750	
			400259	Baileys Salted Caramel	750	
			16806	Tryst Smooth And Silky Red	750	\$1.00 LTO
			17555	XOXO Botanicals Raspberry Rhubarb	750	
			215814	Codorniu Brut Clasico Sparkling	750	\$1.50 LTO
			277202	Bottega Rose Vino Dei Poeti Sparkling	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	361881	Sandbanks French Kiss VQA	750	\$2.00 LTO
			383885	The Show Cabernet Sauvignon	750	\$2.00 LTO
			413179	Amarone CI Valpolicella (Zenato)	750	\$3.00 LTO
			429761	Santa Julia Reserva Malbec	750	\$2.00 LTO
			624544	Yellow Tail Shiraz	750	\$2.00 LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table: Flight A	18163	Hennessy VSOP Lunar New Year Edition	750	
			1784	Grand Marnier Cordon Rouge	750	
			7880	Johnnie Walker Black Label Scotch Whisky	750	
			291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750	
			292805	Johnnie Walker 18 Year Old Scotch Whisky	750	
			541615	Johnnie Walker Blue Label Scotch Whisky Chinese New Year Edition	750	
			537258	Tiger Beer	500	\$0.35 LTO
			565861	Château des Charmes Vidal Icewine VQA	200	\$4.00 LTO
			603050	The Glenlivet French Oak Reserve 15 Year Old Single Malt Scotch Whisky	750	\$5.00 LTO
			636845	Redbreast 12 Year Old Irish Whiskey	750	\$10.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table: Flight B	10357	Crown Royal Peach	750	VA
			11130	Dewar's White Label Scotch Whisky	750	VA
			17048	Dewar's Caribbean Smooth Rum Cask Finish	750	VA
			21378	Jim Beam White Label Bourbon	750	12 BAM + VA
			207654	The Glenlivet 12 Year Old Single Malt Scotch Whisky	1140	VA
			217794	Johnnie Walker Red Label Scotch Whisky	1140	\$1.50 LTO + VA
			217950	Crown Royal Whisky	1140	VA
			312801	Crown Royal Maple Finished	750	VA
			324863	Jim Beam Black Kentucky Bourbon 6 Year Old	750	VA
			465484	Toki	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A: Molson	474551	J.P. Wiser's Vanilla Whisky	750	10 BAM + VA
			474585	J.P. Wiser's Apple Whisky	750	\$1.00 LTO + VA
			300699	Molson Canadian	6 x 473	Value Add: Collectible NHL team Koozie
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B: Top Seltzers	900621	Molson Canadian	6 x 341	
			904144	Molson Canadian	6 x 355	
			14618	Smirnoff Vodka & Soda White Peach Rose	1420	\$1.00 LTO
			553164	Nutrl Lemon Vodka Soda	473	\$0.15 LTO
<input type="checkbox"/>	<input type="checkbox"/>		649269	Smirnoff Vodka & Soda Cranberry Lime	1420	\$1.00 LTO
			666040	Nutrl Pineapple Vodka Soda	473	\$0.15 LTO



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			14883	Pelee Island Lola Chardonnay VQA	750	\$2.00 LTO	
			26278	Folonari Valpolicella Classico DOC	1500	\$3.00 LTO	
			323725	Banfi Ce tina Rosso Toscana IGT	750	\$3.00 LTO	
			426601	Villa Maria Private Bin Sauvignon Blanc Marlborough	750	\$2.00 LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	444059	Joel Gott 815 Cabernet Sauvignon	750	\$2.00 LTO	
			483263	Don David Reserve Malbec	750	\$2.00 LTO	
			545319	Frescobaldi Castiglioni Chianti DOCG	750	\$2.00 LTO	
			634402	Viña Tarapacá Reserva Sauvignon Blanc	750	\$2.00 LTO	
			638254	Gato Negro Pinot Noir	750	\$1.00 LTO	
			668228	Sangre De Toro Tempranillo	750	\$2.00 LTO	
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone 21A	14066	Molson Ultra	6 x 473	\$1.00 LTO
				15179	Coors Organic	6 x 355	\$1.00 LTO
				558940	Miller Lite	6 x 473	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21B	19015	Muskoka Squeeze The Day	473		
			19662	Flying Monkeys Memories of the Future	473		
			498576	Great Lakes Brewing Robohop IPA	473		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21C	17818	Corona Extra	6 x 330	Contest	
			17846	Corona Extra	6 x 355	\$1.00 LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21D	311779	Bud Light	6 x 473	Contest	
			908665	Bud Light	6 x 355	\$1.00 LTO	
			1107	Bud Light	473		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	14812	Great Lakes Brewery - Haze Mama	473		
			15116	Cowbell Brewing Co. Hazy Days IPA	473		
			275172	Nickel Brook Headstock IPA	473		
			575357	3 Speed Lager 568	568		
			643015	Campfire Rye Ale	473		
			688507	Flying Monkeys Sparklepuff Triple IPA	473		

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	17767	Aventinus Eisbock	330	
			17773	Oskar Blue Old Chub Scotch Ale	4 x 355	
			17774	PEI Brewing Sydney Street Oatmeal Stout	473	
			17775	Smiths Yorkshire Stingo Barrel Aged Strong AI	550	
			17843	De Dolle Brouwers Stille Nacht	330	
			17844	Windswept Bear Russian Imperial Stout	330	
			180315	Harviestoun Ola Dubh 18 yr old	330	
			311860	Erdinger Pikantus	500	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	4705	20 Bees Chardonnay VQA	750	\$1.00 LTO
			518753	D'Ont Poke The Bear White VQA	750	\$1.00 LTO
			526228	Jackson-Triggs Reserve Meritage VQA	750	\$1.00 LTO
			575662	Revel Cab Noir Dark Red VQA	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	136044	Pelee Island Chardonnay VQA	750	
			164087	Sandbanks Sleeping Giant Foch-Baco Noir VQA	750	
			492249	Open Smooth Red VQA	3000	
			620724	Creekside Sauvignon Blanc VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$3.00 LTO
			292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Feb 6	265983	McManis Chardonnay 2019	750	
			995704	Zenato Valpolicella Superiore 2017	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Feb 20	11769	Catena Lunlunta Old Vines Appellation Malbec 2018	750	
			461640	William Fèvre Champs Royaux Chablis 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages BAM/LTO Program		Refer to pg. 37 for products		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	388306	Inniskillin Vidal Icewine	375	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C: AIR MILES®	11928	Gato Negro Chardonnay	1500	7 BAM
			79129	Gato Negro Sauvignon Blanc	1500	6 BAM
			621623	Yellow Tail Cabernet Sauvignon	750	8 BAM
			185249	Mirassou Pinot Noir	750	8 BAM
			450981	Pelee Island Lola Blush VQA	750	8 BAM
			527457	Nederburg Shiraz	750	8 BAM
			621821	Folonari Pinot Grigio Delle Venezie DOC	1500	10 BAM
			639732	Gato Negro Cabernet Merlot	1500	7 BAM

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D: MLSE	500512	Captain Morgan Spiced Rum	750	
			217653	Captain Morgan Spiced Rum	1140	
			67	Smirnoff Red	750	
			216929	Smirnoff Red	1140	
			1487	Crown Royal Whisky	750	\$1.50 LTO
			114694	Crown Royal Whisky	1750	Buy 2 get 20 BBAM
<input type="checkbox"/>	<input type="checkbox"/>	Flex Space	Refer to pg. 42 for products			

**FSI** = Product is featured in the Free Standing Insert

**LTO** = Limited Time Offer

**ST** = Shelf Talker

**VA** = Value Added

**BAM** = Bonus AIR MILES® Reward Miles

**BBAM** = Bundled Bonus AIR MILES® Reward Miles

**SCP** = Shopping Cart Program

**FNT** = Front Nesting Table

**BP** = Block Pile

**COTM** = Cocktail of the Month



## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R40 USA B	210047	>Columbia Crest H3 Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	392761	Rib Shack Red Vintage Blend	750	LTO									Y	Y	
R42 Chile B	394783	Dona Paula Estate Malbec	750	LTO, Flex Space	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	589432	Louis Bernard Cotes Du Rhone White Aoc	750	LTO, Wine Fridge										Y	
R44 France Blend B	230797	Fontella Chianti Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	626309	The Wanted Cab Cabernet Sauvignon, Vd'Italia	750	LTO									Y	Y	
R46 France South B	518407	Blue Nun 24k Gold Edition Sparkling	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/Burgundy A	203125	Henkell Rose	750	LTO, Wine Fridge									Y	Y	
R48 Italy Central A	486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	LTO									Y	Y	
R49 Italy Central B	580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	628172	Farmers Market Rosso Organic Vd'Italia	750	LTO					Y	Y	Y	Y	Y	Y	
R51 Italy North B	408286	Lolea No 1 Red Sangria Spain	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750	LTO										Y	
R53 Southern Europe B	628180	Umberto Cesari love Rosso lgt	750	LTO									Y	Y	
R54 Germany A	216960	Segura Viudas Brut Reserva Cava Sparkling	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	12023	Freixenet Prosecco Doc	750	LTO									Y	Y	
R56 Sparkling B	170134	Banrock Station Pink Moscato Rose	750	Mini Thematic, LTO, Flex Space				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	15733	Mill Street Organic Pilsner (1950)	473	LTO									Y	Y	
R58 Ontario Beer B	321877	Granville Island Lions Winter Ale (7269)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	571208	Riverside Pilsner (2211)	473	Shelf Extender										Y	
R60 Beer 2	572313	Asahi Super Dry (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	456731	Growers Pear Cider (LCBO Warehouse)	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	537258	Tiger Beer (LCBO Warehouse)	500	LTO, Front Nesting Table			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	5280	Vodka Mudshake Chocolate	4 x 270	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	321752	Smirnoff Ice Light (P.E.T)	1000	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	211185	Rockstar Original	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Community Extender 1	14347	Luksusowa Vodka	375	BAM	Pma Canada Ltd.
C2: Community Extender 2	14910	Bushmills Irish Whiskey	750	LTO	Proximo Spirits Canada Inc.
C3: Community Extender 3		TBC			
C4: Community Extender 4	245324	Les Janelles Merlot Vin De Pays D'Oc	750	LTO	Philippe Dandurand Wines Ltd.
C5: Community Extender 5	295022	Two Oceans Pinot Grigio	750	LTO	Pma Canada Ltd.
C6: Community Extender 6	181636	Sobieski Vodka	750	LTO	Glazer's Of Canada
C7: Community Extender 7	517987	Ezra Brooks Black Label Bourbon Whiskey	750	BBAM	Glazer's Of Canada
C8: Community Extender 8	384867	Cognac Gautier VS	750	LTO	Glazer's Of Canada
C9: Community Extender 9	219279	Konzelmann Pinot Blanc VQA	750	LTO	Konzelmann Estate Winery
C10: Community Extender 10	666719	Beaulieu Vineyards Coastal Estates Cab Sauv	750	LTO	Mark Anthony Wine & Spirits

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	296574	Cottage Block Sauvignon BI Riesling VQA	750	LTO, Wine Fridge	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	11452	(V) Riesling Reserve (Alsace Willm)	750	LTO	Churchill Cellars Ltd.
D3: Discovery Wines 3	237255	Saint Clair Family Estate Sauvignon Blanc	750	LTO	PMA Canada Ltd.
D4: Discovery BSM 1	19015	Muskoka Squeeze The Day (LCBO Warehouse)	473		Lakes Of Muskoka Cottage Brewery
D5: Discovery BSM 2	16473	Voodoo Ranger IPA (275 TBS)	473	LTO	Steam Whistle Brewing
D6: Discovery BSM 3	447763	Jaw Drop Tickling Pink Lemonade	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	630913	Tia Maria	750	LTO	PMA Canada Ltd.
D8: Discovery Spirits 2	414334	Monkey Shoulder Blended Malt Scotch Whisky	750	LTO	PMA Canada Ltd.
D9: Discovery Spirits 3	267302	Crystal Head Vodka	750	LTO	Russian Standard Vodka Canada Ltd

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	291674	Fetzer Chardonnay	750	LTO	Escalade Wine & Spirits

## IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
14569	Glenmorangie Quinta Ruban Whisky 14Yr	750		Charton Hobbs Inc
159772	Muskoka Hazed And Confused	473		Lakes Of Muskoka Cottage Brewery
241943	Glenmorangie Lasanta Extra Matured Scotch Whi	750		Charton Hobbs Inc

Trade Copy

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 x 330	\$1.45	
42	Canadian Club Premium	750	\$1.25	Shelf Extender
570	Beefeater Dry	750	\$1.00	Shelf Extender
1107	Bud Light	473	\$0.20	EZD, LTO
1487	Crown Royal	750	\$1.50	Shelf Extender
2253	Disaronno Amaretto	750	\$2.00	Shelf Extender
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	End Aisle
4705	20 Bees Chardonnay Unoaked VQA	750	\$1.00	goLOCAL
5280	Vodka Mudshake Chocolate	4 x 270	\$1.00	Shelf Extender
10212	Kahlua Coffee Liquor	375	\$1.00	
10717	Carnivor Shiraz	750	\$2.00	Shelf Extender
11193	Sand Point Cabernet Sauvignon	750	\$2.00	Flex Space
11248	Baileys Espresso	750	\$1.00	Mini Thematic, Value Add
11452	>(V) Riesling Reserve (Alsace Willm)	750	\$2.00	Discovery Extender
11933	The Black Shiraz	750	\$2.00	
12023	Freixenet Prosecco Doc	750	\$2.00	Shelf Extender
12287	Jackson-Triggs Cabernet Sauvignon Light	750	\$1.00	End Aisle
13610	Brave Italian Growers Organic And Vegan Bianco	750	\$1.50	
13634	The Wanted Chard Chardonnay	750	\$2.00	End Aisle
14066	Molson Ultra	6 x 473	\$1.00	EZA
14618	Smirnoff Vodka & Soda White Peach Rose	4 x 355	\$1.00	Seasonal Block Pile B
14883	Pelee Island Lola Chardonnay VQA	750	\$2.00	Middle Nesting Table
14910	Bushmills Irish Whiskey	750	\$2.00	Comm. Extender
14987	Muskoka Craft Lager	6 x 473	\$1.00	
15119	Creemore Springs Lager	6 x 355	\$1.00	
15179	Coors Organic	6 x 355	\$1.00	EZA
15299	Okanagan Harvest Pear	473	\$0.30	
15733	Mill Street Organic Pilsner	473	\$0.25	Shelf Extender
15751	Farmhouse California Red	750	\$2.00	Feature Fixture
15752	Farmhouse California White	750	\$2.00	Feature Fixture
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	\$2.00	Feature Fixture, Flex Space
16396	Champagne Victoire Brut Rose	750	\$6.00	Feature Fixture
16473	Voodoo Ranger IPA	473	\$0.25	Discovery Extender
16648	Jackson-Triggs Reserve Baco Noir VQA	750	\$1.00	Feature Fixture
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$1.00	Shelf Extender
16784	Graffiti Pin t Grigio	750	\$2.00	Feature Fixture
16806	Tryst Smooth And Silky Red	750	\$1.00	Mini Thematic
16809	Graffiti Cabern t Sauvignon	750	\$2.00	Feature Fixture



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16902	Hop City Boxcar Bock	473	\$0.20	
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	\$1.50	Feature Fixture
17528	Just Merlot	750	\$2.00	Feature Fixture
17535	Terroir D'Altitude Cabernet Sauvignon	750	\$2.00	Feature Fixture B
17536	Colio Cellar Door Series Cabernet Sauvignon	750	\$1.00	Feature Fixture B
17555	XOXO Botanical Raspberry Rhubarb	750	\$1.00	Mini Thematic
17823	Stella Artois	6 x 330	\$1.00	
17846	Corona Extra Now Made Cdn	6 x 355	\$1.00	EZH, LTO
26278	Folonari Valpolicella Classico	1500	\$3.00	Middle Nesting Table
27235	Sauza Gold Tequila	750	\$3.00	End Aisle
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	\$2.00	End Aisle
31112	Grant's Family Reserve	750	\$5.00	End Aisle
35840	Zubrowka Bison Vodka	750	\$1.60	
53140	Havana Club 7 Years Old	750	\$3.00	Shelf Extender
55517	Smoking Loon Cabernet Sauvignon	750	\$2.00	Flex Space
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	
61408	Jagermeister	375	\$1.00	Spirit Cold Room
63305	Peller Family Vineyards Red Crtn	1000	\$1.00	Shelf Extender
64287	Cono Sur Bicicleta Viognier	750	\$2.00	End Aisle, Flex Space
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
96263	Tanqueray Dry Gin	1750	\$1.80	End Aisle
103341	Canadian Club Premium (P.E.T)	750	\$1.25	
112896	Johnnie Walker Red Label	1750	\$2.50	Shelf Extender
127456	Fuzion Organic Malbec Cabernet	750	\$2.00	End Aisle
134957	Open Cab 2 Merlot VQA	750	\$1.00	
135475	Fuzion Alta Reserve Malbec	750	\$2.00	End Aisle
137810	Campo Viejo Rioja Reserva	750	\$2.00	
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	
143040	Hornitos Reposado Tequila	750	\$4.00	End Aisle
144857	Konzelmann Shiraz Barrel Aged Vqa	750	\$2.00	Shelf Extender
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	VL1
148007	Czechvar Premium Lager	500	\$0.35	
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$2.00	
160994	Trivento Malbec Reserve	750	\$2.00	End Aisle
166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	\$2.00	End Aisle
170134	Banrock Station Pink Moscato Rose	750	\$1.50	Mini Thematic, Shelf Extender, Flex Space
173542	Tequila Don Julio Blanco	750	\$5.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
174466	Jose Cuervo Especial Silver	750	\$2.00	Shelf Extender
181636	Sobieski Vodka	750	\$1.00	Comm. Extender
193490	Baileys Irish Cream	1750	\$3.00	
200741	Gibson's Finest Rare 12 Years Old	1750	\$6.00	End Aisle
203125	Henkell Rose	750	\$2.00	Shelf Extender, Wine Fridge
209221	Absolut Vodka	1140	\$1.05	
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$2.00	Shelf Extender
210286	Russian Standard Vodka	1140	\$1.75	
211185	Rockstar Original	473	\$0.55	Shelf Extender
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
214957	Pelee Island Cabernet Savignon VQA	750	\$2.00	
215814	Codorniu Brut Clasico Sparkling	750	\$1.50	Mini Thematic
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.50	End Aisle
216689	J.P. Wiser's Deluxe	1140	\$1.00	Shelf Extender
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Shelf Extender, Wine Fridge
217125	Sauza Silver	1140	\$5.00	End Aisle
217794	Johnnie Walker Red Label	1140	\$1.50	Front Nesting Table, Value Add
219279	Konzelmann Pinot Blanc VQA	750	\$2.00	Comm. Extender
219790	Ascheri Langhe Doc	750	\$2.00	
225250	Stolichnaya Vodka	1140	\$1.00	Shelf Extender
225698	The Kraken Black Spiced Rum	750	\$1.50	End Aisle
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.50	Shelf Extender
230797	Fontella Chianti Docg	750	\$2.00	Shelf Extender
234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750	\$2.00	Shelf Extender
237255	Saint Clair Family Estate Sauvignon Blanc	750	\$2.00	Discovery Extender
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	\$2.00	Comm. Extender
247056	Grant's Family Reserve	1750	\$8.00	End Aisle
247627	Mill Street Original Organic Lager	473	\$0.25	
261099	Inniskillin Pinot Noir VQA	750	\$2.00	End Aisle
261305	Peninsula Ridge Cabernet Merlot VQA	750	\$2.00	
265199	Absolut Vodka	375	\$0.50	
267302	Crystal Head Vodka	750	\$5.00	Discovery Extender
270447	Guinness Draught Beer	500	\$0.25	
271809	Lancaster Bomber Ale	500	\$0.20	
277202	Bottega Rose Vino Dei Poeti Sparkling	750	\$2.00	Mini Thematic
286278	>V) Flat Rock Cellars Chardonnay	750	\$2.00	
291674	Fetzer Chardonnay	750	\$2.00	Green Extender
292151	>(V) Cab Sauvignon Sonoma Louis M. Martini	750	\$2.00	VL1

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
295022	Two Oceans Pinot Grigio	750	\$2.00	Comm. Extender
296228	Calvados Boulard Pays D'Auge	750	\$10.00	
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	Discovery Extender, Wine Fridge
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	End Aisle
311936	Canadian Club Classic 12 Year Old	1140	\$1.60	End Aisle
312959	Ketel One	1750	\$4.00	End Aisle
314575	> (V) Sterling Napa Valley Cabernet Sauvignon	750	\$5.00	
321752	Smirnoff Ice Light (P.E.T)	1000	\$1.00	Shelf Extender
321877	Granville Island Lions Winter Ale	473	\$0.25	Shelf Extender
322362	Beck's	500	\$0.20	
322586	>Montes Alpha Cabernet Sauvignon	750	\$3.00	Feature Fixture, Flex Space
323725	Banfi Ce tine Rosso Toscana Igt	750	\$3.00	Middle Nesting Table
326009	Knob Creek Bourbon	750	\$7.00	
326025	Basil Hayden Straight Bourbon	750	\$5.00	
328518	Jackson-Triggs Chardonnay	750	\$1.00	Wine Fridge
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	
341347	Fresh Possibilities Sparkling Rose VQA	750	\$2.00	Shelf Extender
342246	Amarula Cream	750	\$3.00	Shelf Extender, Necktag
350504	Yellow Tail Big Bold Red	750	\$2.00	Shelf Extender
361881	Sandbanks French Kiss VQA	750	\$2.00	Mini Thematic
369777	19 Crimes Shiraz Durif	750	\$2.00	Shelf Extender
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	\$1.00	
377275	Innis & Gunn Lager	500	\$0.30	
379958	Kronenbourg 1664 Blanc	500	\$0.25	
380865	Rumchata	750	\$2.50	Shelf Extender
381962	Smirnoff Green Apple Flavoured Vodka	750	\$1.00	Shelf Extender
382028	Smirnoff Vanilla Flavoured Vodka	750	\$1.00	
383059	Sleeman Original Draught	6 x 473	\$1.55	
383885	The Show Cabernet Sauvignon	750	\$2.00	Mini Thematic
384867	Cognac Gautier VS	750	\$3.00	Comm. Extender
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	\$2.00	End Aisle
387159	Bodacious Smooth Red	1500	\$2.00	
392654	Apothic Dark Red	750	\$2.00	End Aisle
392761	Rib Shack Red Vintage Blend	750	\$2.00	Shelf Extender
394783	Dona Paula Estate Malbec	750	\$3.00	Shelf Extender, Flex Spae
408286	Lolea No 1 Red Sangria Spain	750	\$2.00	Shelf Extender
413179	> (V) Amarone CI Valpolicella (Zenato)	750	\$3.00	Mini Thematic

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	\$3.00	Discovery Extender, Value Add, Necktag
419515	Smirnoff Grapefruit	750	\$1.00	End Aisle
422345	Moosehead Lager	6 x 473	\$1.50	
426601	Villa Maria Private Bin Sauvignon Blanc	750	\$2.00	Middle Nesting Table, Wine Fridge
429761	Santa Julia Reserva Malbec	750	\$2.00	Mini Thematic
431106	Creekside Cabernet Merlot VQA	750	\$1.00	
434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750	\$2.00	End Aisle, Flex Space
440941	Downhill Pale Ale	473	\$0.25	
442731	Kilkenny Irish Ale	4 x 500	\$1.00	
444059	>(V) Joel Gott 815 Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
446625	Beatties Farm Crafted Vodka	750	\$4.00	Shelf Extender
447763	Jaw Drop Tickling Pink Lemonade	473	\$0.25	Discovery Extender
456731	Growers Pear Cider	473	\$0.30	Shelf Extender
462051	Bons-Ventos Lisboa	750	\$1.75	
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	\$2.00	Flex Space
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
474585	J.P. Wiser's Apple Whisky	750	\$1.00	Front Nesting Table, Value Add
478909	Belgian Moon 473	473	\$0.25	
479980	Macallan 12 YODouble Cask	750	\$5.00	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	
483263	Don David Reserve Malbec	750	\$2.00	Middle Nesting Table, Flex Space
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	\$1.50	Shelf Extender
491118	Radio Boka Tempranillo Vdespana Bib	3000	\$5.00	End Aisle
491811	Southern Comfort	750	\$3.00	End Aisle
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	Shelf Extender
497248	Trius Chardonnay VQA	750	\$1.00	
497396	Bavaria Premium	500	\$0.30	
500546	Captain Morgan Original Spiced Rum	1750	\$2.00	Shelf Extender
508721	Inniskillin Baco Noir VQA	750	\$2.00	End Aisle
514935	Flying Monkeys 12 Minutes To Destiny	473	\$0.20	Mini Thematic
515098	Shiny Apple Rose	473	\$0.20	
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	
518407	Blue Nun 24k Gold Edition Sparkling	750	\$2.00	Shelf Extender
518753	D'Ont Poke The Bear White VQA	750	\$1.00	goLOCAL
522946	Bodacious Dark	750	\$1.00	
525188	Peroni Nastro Azzurro	6 x 330	\$1.00	
526228	Jackson-Triggs Reserve Meritage VQA	750	\$1.00	goLOCAL

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
533026	Masi Modello Merlot Trevenezie Igt	750	\$2.00	End Aisle
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
534925	Grosch Pilsner	6 × 500	\$1.00	
537258	Tiger Beer	500	\$0.35	Front Nesting Table, Shelf Extender
544155	Iceberg Vodka	1750	\$1.00	End Aisle
544833	Miller Genuine Draught	6 × 355	\$1.30	
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Middle Nesting Table
553164	Nutrl Soda Lemon	473	\$0.15	Seasonal Block Pile B
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	\$2.00	End Aisle
553800	Novas Gran Reserva Sauvignon Blanc Organic	750	\$2.00	End Aisle
557108	St Remy XO Brandy	750	\$1.00	
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$2.00	End Aisle
558940	Miller Lite	6 × 473	\$1.00	EZA
560532	Strongbow Cider	500	\$0.20	
561381	Pelee Island Pinot Grigio Bag In Box	3000	\$5.00	End Aisle
565861	>V) Vidal Icewine Est (Ch Des Charmes)	200	\$4.00	Front Nesting Table
572313	Asahi Super Dry	500	\$0.20	Shelf Extender
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00	End Aisle
573402	Bearface 7YO Triple Oak Canadian Whisky	750	\$5.00	Shelf Extender, Value Add
575365	Beau's Full Time IPA	473	\$0.20	
575662	Revel Cab Noir Dark Red VQA	750	\$2.00	goLOCAL
580183	Blu Giovello Pinot Grigio	750	\$1.50	End Aisle
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	\$1.50	Shelf Extender
587964	Trius Cabernet Franc VQA	750	\$2.00	End Aisle
589432	Louis Bernard Cotes Du Rhone White Aoc	750	\$2.00	Shelf Extender, Wine Fridge
602763	Absolut Raspberri Vodka	750	\$1.00	Entrance Table
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$5.00	Front Nesting Table, Shelf Extender
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	\$3.00	
605162	Broker's Premium London Dry Gin	750	\$2.00	
605931	Grant's Family Reserve	1140	\$7.00	End Aisle
616334	Carlsberg Lite Tall Can	500	\$0.20	
619395	Red Knot Shiraz	750	\$2.00	Flex Space
624544	Yellow Tail Shiraz	750	\$2.00	Mini Thematic, Flex Space
626309	The Wanted Cab Cabernet Sauvignon, Vd'Italia	750	\$2.00	Shelf Extender
628172	Farmers Market Rosso Organic Vd'Italia	750	\$1.00	Shelf Extender
628180	Umberto Cesari love Rosso Igt	750	\$2.50	Shelf Extender
628404	Open Pinot Grigio VQA	750	\$1.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
630913	Tia Maria	750	\$2.00	Discovery Extender
632307	Era Sauvignon Blanc Organic Terre Siciliane Igt	750	\$1.00	
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$2.00	Middle Nesting Table, Flex Space
636845	Redbreast 12 Year Old Irish Whiskey	750	\$10.00	Front Nesting Table
637207	Pelee Island Shiraz/Cabernet	1500	\$1.00	
637710	Jackson-Triggs Shiraz	750	\$1.00	
638254	Gato Negro Pinot Noir	750	\$1.00	Middle Nesting Table, Flex Space
649269	Smirnoff Vodka & Soda Cranberry Lime	4 x 355	\$1.00	Seasonal Block Pile B
660043	> Shiraz Gnarly Dudes Barossa Vly (Two Hands)	750	\$3.00	Flex Space
666040	Nutrl Vodka Soda Pineapple	473	\$0.15	Seasonal Block Pile B
666560	Naked Grape Pinot Grigio Chardonnay	1000	\$1.00	
666719	Beaulieu Vineyards Coastal Estates Cab Sauv	750	\$1.50	Comm. Extender
666875	Dab Original	6 x 500	\$0.75	
667113	Peller Family Vineyards Cabernet Sauvignon	750	\$1.00	Shelf Extender
667790	Amsterdam Boneshaker IPA	6 x 473	\$1.00	
668228	Sangre De Toro Tempranillo	750	\$2.00	Middle Nesting Table
669242	Sterling Vintner's Chardonnay	750	\$2.00	Flex Space
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	End Aisle
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	Shelf Extender
696864	Tyskie Beer Single Bottle	500	\$0.15	
697623	Michelob Ultra	6 x 355	\$1.00	
904144	Molson Canadian	6 x 355	\$1.00	Seasonal Block Pile A
905976	Budweiser	473	\$0.20	
906560	Coors Light	6 x 341	\$1.30	
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.50	End Aisle
926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	\$3.00	End Aisle

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
307	Seagrams V.O.	750	Southern Comfort 50 mL	307
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	620
10133	Brooklyn Lager	473	Pepperoni Stick	10133
43703	Hennessy VSOP Cognac	750	UVA Ltd Ed. Bottle Wrap	43703
158550	> Cuvee Rose Brut(Champagne Laurent Perrier)	750	Giftbox	158550
216978	Seagrams V.O.	1140	Fireball 50 mL	216978
217687	Canadian Club Premium	1140	Canadian Club 1858 50 mL	217687
229583	Kronenbourg 1664 Blanc	6 x 330	Valentine's Day Chocolate	229583
242339	Alberta Pure Vodka	1140	Banff Ice 50 mL	242339
398024	Dr. McGillicuddy Intense Peach	1140	Fireball 50 mL	398024
447953	Fireball Whisky Shooter	750	Fireball 50 mL	447953
573972	Kronenbourg Blanc Fruit Rouges	6 x 330	Valentine's Day Chocolate	573972
635920	Felix & Lucie Cabernet-Syrah	750	Card Game	635920
635938	Felix & Lucie Sauvignon Blanc	750	Card Game	635938

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
1487	Crown Royal	750	VA Cocktail Equipment
10357	Crown Royal Peach	750	Whiskey Highball VA
11130	Dewar's White Label Whisky	750	Fever Tree Club Soda 4 x 100 m L
11248	Baileys Espresso	750	MT VA
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	Fever Tree Club Soda 4 x 200 m L
21378	Jim Beam White Label Bourbon	750	Fever Tree
43703	Hennessy VSOP Cognac	750	UVA Ltd Ed. Bottle Wrap
54866	Bulleit Bourbon Frontier Whiskey	750	MT Cocktails at Home VA
207654	The Glenlivet 12YO Single Malt Scotch Whisky	1140	4 Pack Fever Tree
217794	Johnnie Walker Red Label	1140	Whiskey Highball VA
217950	Crown Royal	1140	Whiskey High ball VA
312801	Crown Royal Maple Finished	750	Whiskey Highball VA
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Fever Tree
392308	Baileys Vanilla Cinnamon	750	Valentines Day Chocolates
465484	Toki	750	Fever Tree
474551	J.P. Wiser's Vanilla Whisky	750	4 Pack Fever Tree
474585	J.P. Wiser's Apple Whisky	750	4 Pack Fever Tree

## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
604	Chiarli Castelvetro Lambrusco	750	4	
984	Alberta Premium Whisky	750	10	
10512	Dujardin VSOP Brandy	750	8	
10937	Forty Creek Double Barrel Reserve Whisky	750	15	
11928	Gato Negro Chardonnay	1500	7	Seasonal Block Pile C
12048	Bottega Grappa Alexander, Veneto, Italy	700	20	
13918	Cantine Due Palme Brindisi Rosso Dop	750	5	Feature Fixture B
14347	Luksusowa Vodka	375	5	Comm. Extender
14354	Appleton Estate 8YO Reserve	750	15	Shelf Extender
14355	Appleton Estate 12YO Rare	750	20	
15281	Kraken Black Roast Rum	750	15	Shelf Extender
16022	Duff Gordon Solera Reserva Brandy	750	8	
16833	Goldschlager	750	10	
19158	Laphroaig Quarter Cask Single Islay Malt	750	25	
21378	Jim Beam White Label Bourbon	750	12	Front Nesting Table, Value Add
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750	8	
34637	Canadian Club Premium	1750	20	
40626	Charm Soju Liquor	360	3	
49726	Yukon Jack	750	10	
53082	Alberta Pure Vodka (P.E.T)	1750	20	
54213	Alberta Premium Whisky (P.E.T)	1750	20	
79129	Gato Negro Sauvignon Blanc	1500	6	Seasonal Block Pile C, Wine Fridge
85316	Blu Giovello Prosecco	750	10	
94060	Casillero Del Diablo Rsv Malbec	750	6	
112672	Wiser's Special Blend (P.E.T)	1750	20	
133439	Captain Morgan White Rum (P.E.T)	1750	20	
137117	Russian Standard Vodka	750	10	
142935	>The Formula Robert's Shiraz (Small Gully)	750	8	Flex Space
159202	Young's Double Chocolate Stout	440	2	
163949	Misterio Cabernet Sauvignon	750	5	
175034	Girls' Night Out Strawberry Samba	750	3	
175042	Girls' Night Out Pineapple Mango Tango	750	3	
183582	Captain Morgan Dark Rum	1750	20	
185249	Mirassou Pinot Noir	750	8	Seasonal Block Pile C
187088	PJ's Original Cream (Panama)	750	10	
200584	Konzelmann Pinot Noir VQA	750	6	
214726	Marquis De Villard Brandy	1140	12	



## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
215020	El Dorado 5 Year Old Rum	1140	15	
215038	Gibson's Finest Sterling Edition	1750	20	End Aisle
215889	Gibson's Finest Sterling Edition Whisky	1140	15	End Aisle
217786	Jim Beam White Label Bourbon	1140	15	
227678	1800 Silver Tequila	750	15	
231787	Beso De Vino Seleccion Carinena	750	6	
234039	Captain Morgan Gold Rum (P.E.T)	1750	20	
240416	Montresor Amarone Della Valpolicella Doc	750	15	
254912	Codorniu Brut Clasico Sparkling	3 x 200	5	
255851	Veedha Douro Red	750	9	
260463	>V)Back From The Dead Red (Coffin idge)	750	6	
269761	Raymond Classic Cabernet Sauvignon	750	10	
304022	Santa Carolina Chardonnay Reserva	750	7	
318683	The Kraken Black Spiced Rum	1140	15	End Aisle
382580	Meukow Cognac VS	750	18	
398479	1800 Reposado	750	15	
398776	Fireball Whisky Shooter	375	4	Spirit Cold Room
401315	Jose Cuervo Especial Silver	1140	15	
421966	Tincup American Whiskey	750	20	
426718	Cesari Amarone Classico Doc	750	12	
439828	Wells I.P.A.	500	1	
440867	Honoro Vera Garnacha Organic Do Calatayud	750	9	
450981	Pelee Island Lola Blush Sparkling VQA	750	8	Seasonal Block Pile C
470062	Yalumba Y Series Viognier	750	6	Flex Space
474551	J.P. Wiser's Vanilla Whisky	750	10	Front Nesting Table, Value Add
487710	Piccini Chianti Orange Organic Docg	750	9	
491803	Southern Comfort	375	4	End Aisle
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	10	
517136	Alberta Premium Whisky (P.E.T)	750	15	
527457	Nederburg Shiraz	750	8	Seasonal Block Pile C
535344	Santa Carolina Cabernet Sauvignon	750	5	
536805	Spirit Of York Gin	750	25	
541011	Wayne Gretzky Red Cask Whisky	375	10	
541649	Highland Park Magnus	750	15	
541755	Spirit Of York Vodka	750	23	
563122	Fat Bastard Syrah Pays D'Oc	750	8	
563130	Fat Bastard Chardonnay Pays D'Oc	750	8	

## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
575084	Macallan Triple Cask 12 YO	750	30	
601872	Glendronach 12 Year Old Single Highland Malt	750	25	
603191	Leyenda Del Milagro Tequila Reposado	750	25	
610857	Fat Bastard Merlot Vdp	750	8	
621623	Yellow Tail Cabernet Sauvignon	750	8	Seasonal Block Pile C
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	10	Seasonal Block Pile C
639732	Gato Negro Cabernet Merlot	1500	7	Seasonal Block Pile C
645606	Bolgare Cabernet Sauvignon Thracia	750	4	

Trade Copy

## Bundled Bonus AIR MILES® Reward Miles

The purpose of the Bundled Bonus AIR MILES® program is to highlight cross-promoted products or to entice customers to trade up to more premium products.

Please note, that when more than one in-section shelf talker has been provided for a product and there is not sufficient shelf space to merchandise all, the Bundled Bonus AIR MILES® shelf talker takes priority.

There are four Bundled Bonus AIR MILES® option offers:

**Option 1** - "Buy the two listed products at the same time and receive the Bundled Bonus AIR MILES®"

**Option 2** - "Buy two of the same listed product and receive the Bundled Bonus AIR MILES®"

**Option 3** - "Buy three of the same listed product and receive the Bundled Bonus AIR MILES®"

**Option 4** - "Buy two of the three listed products and receive the Bundled Bonus AIR MILES®"

### Option 1

Buy the two listed products at the same time and receive the Bundled Bonus AIR MILES®

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
131391	Smirnoff Vodka (P.E.T)	1140			
216929	Smirnoff Vodka	1140		30	30

### Option 2

Buy two of the same listed product and receive the Bundled Bonus AIR MILES®

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
517987	Ezra Brooks Black Label Bourbon Whiskey	750		50	50

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
623678	Carolans Irish Cream	1140		50	50

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
114694	Crown Royal	1750		20	20

## Necktags

LCBO#	Description	Size (mL)	NT Approved
16111	Volcan Cristalino Tequila	750	Product Info Volcan, terroir, highland lowland agave etc
18828	Ardbeg Beastie 5 Year Old	750	NEW!! w/ Cesar Recipe Card
158014	Flor De Cana Centenario 12 Rum	750	Expert Picks - Only Spirit to Fairtrade Certified and Carbon Neutral
298638	Glenmorangie Original Single Malt Scotch Whisky	750	New Visual Identity w/ recipes
342246	Amarula Cream	750	Recipe - Safari Sunset
382747	Tequila Rose Strawberry Cream Liqueur	750	Recipe Necktag
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Made For Mix
605063	Buffalo Trace Bourbon	750	Buffalo Trace & Wheatley Necktag
903021	Volcan Blanco	750	NEW!! w/ Paloma recipe card

Trade Copy

My Store #



Kudos to Store #511 for creating an engaging and inviting shopping experience!

# PERIOD 12

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JANUARY 31 Start of Period 12  Install Brand Spotlight Nesting Tables BAM START DATE	FEBRUARY 1 LTO START DATE	2	3	4	5	6
7 Super Bowl 	8	9	10	11	12 Lunar New Year 	13
14 Happy Valentine's Day! 	15 Family Day (Stores closed)	16	17	18	19	20
21	22	23	24	25	26	27 End of Period 12 

# LCBO